

Getting your business news in the Times-Gazette

The Shelbyville Times-Gazette encourages and regularly publishes business news items. In most cases we must rely on businesses to provide us with the information and submit photographs.

The simplest way to figure out what is news is in the first three letters of the word: **New**. If something about your business is new (a new store, a new employee, a whole new line of products or a new service for example) then it may properly be considered a news story. If the story is about a special sale or other routine information, such as the prices of products or availability of certain merchandise, then it falls into the paid ad category.

Another thing to consider is, if the item/event absolutely has to be publicized the only way to guarantee it is in the newspaper is with a paid ad. Advertisements can be scheduled on specific days and - depending on availability - placed on certain pages. With news stories there is no guarantee when it will publish.

If you're not sure if the story you'd like to tell is news here's what you can do. Call the news department (931-684-1200) and tell us what's up. Sometimes (although not often) we have time to cover your news story or take a photograph. Also,

we can help you determine whether or not your story is news or advertising.

Once you're sure it's a news story here is the information you should consider including:

- A photograph, as large a digital file size as possible, saved as a jpg. Generally photos should include people. (A photo of a new line of coat you're carrying will probably be pretty boring if it's on a hangar. Put the coat on somebody for the photo.)
- Who, what, where, when, why and, in some cases, how. These are the basics of any news story. (John Smith (who) started working for Joe's Tavern (what) on Christmas day (when). Smith was hired because Joe's has been so busy this year (why). In other words, provide us with as much information as possible to help us make the story complete. You don't have to be a good writer, we'll take care of the writing part. Just provide us with the information.

One final note: We will do our best to include all of your information - and most of the time we do - but sometimes due to space limitations, copyright issues, or other factors your information may be edited. We will reserve the right to any final editing.

Some tips for making the news: Special events

- Consider helping a charity with a one-day event. If you offer to donate a portion of the proceeds to the local animal shelter or other worthy cause the paper will likely run that information for free as a news story.
- Sponsor a local event. A recent example: The 2017 Wine Walk. A group of the merchants on the Square opened their doors before Christmas and provided free wine for tasting from various wineries. The event was also a fundraiser to benefit the local library. This event brought lots of people down to visit the businesses on the Square and provided the sponsoring businesses with free publicity.

We at the Times-Gazette look forward to helping you with your publicity needs because we recognize that our success depends on your success. When we can help your business to thrive we're sure that you'll turn to us for your advertising needs.

Business News Release

Please email to news@t-g.com or for further information call the newsroom at 931-684-1200.

Name Of Business _____ Date _____

Topic Of News Release _____

Photo Attached YES____ NO____ (please ensure that the file is a high resolution image)

WHO? (name of person(s), group, etc. that is the subject of this news release _____

WHAT? (the reason for this news release: received award, promoted, major event, etc) _____

WHERE? (place of event, location traveled, etc.) _____

WHEN? (last week, next Tuesday, etc.) _____

WHY? (if applicable) _____

OTHER IMPORTANT INFORMATION _____

PLEASE ATTACH ADDITIONAL DOCUMENT FILES IF NEEDED.

This form may also be obtained on our website at t-g.com