

THE VALLEY Breeze

CAMPAIGN 2018

PRESS RELEASES & NEWS

Q. Do I have to pay to put my campaign news in The Valley Breeze?

A. We are happy to print a certain number of your press releases in the paper at no charge. We reserve the right to shorten or edit them, for length, grammar, and the like. We will print your campaign announcement and your photo (please provide one you're happy with!) and will allow limited press releases at no cost in the weeks leading up to the Primary and General Election.

Q. Can my words appear exactly as I write them in press releases?

A. No. We edit news copy as needed. If you'd like words to appear "exactly" as you wish, you'll have to purchase an ad for that. With ads, you "own" the space and can write what you wish (within reason, of course).

Q. Why bother? I've got my social media!

A. Social media may be an important component of your campaign. Still, most voters continue to trust the local newspaper, where content is seen by impartial reporters and editors prior to publication. In the wake of "fake news" scandals of the past year, people are getting smarter, and don't trust some of what they see on social media. Frankly, they shouldn't.

81% of our readers tell our independent auditor that they vote. Breeze readers are engaged in their communities, and they will go to the polls. You'll gain credibility by placing your press releases in The Valley Breeze. We hope you'll also consider advertising with us.

And by the way, we have a lot more readers - voters - than you have "friends."

Candidates, Please Sign Up Here So We Might Stay In Touch With You
www.valleybreeze.com/candidateform

Q. So how often can I put a Press Release in The Breeze or Observer?

A. For Campaign 2018, it will depend on which office you are seeking, and whether you are in a contested race. Press Releases will only be published before your contested race. For instance, if you have no contested primary, your press releases won't be run during the primary season.

(more)

Here are our 2018 News Policies:

Candidates for Mayor, Town Administrator

Contested Races, Primary

3 weekly press releases of 200 words beginning Aug. 15-16.

Final biography and press release of 200 words for Sept. 5-6. (*Four total*).

Contested Races, General Election

3 weekly press releases of 200 words beginning Oct. 10-11.

Final biography and press release of 200 words for Oct. 31-Nov. 1. (*Four total*).

Uncontested Races, General Election

Biography and press release of 200 words for Oct. 31-Nov. 1. (*One total*).

Candidates for Town Councils, School Committees, State Senators, State Representatives, Fire Committees, other elected offices.

Contested Races, Primary

1 press release of 150 words on Aug. 29-30.

Final biography and press release of 150 words on Sept. 5-6. (*Two total*).

Contested Races, General Election

1 press release of 150 words for Oct. 24-25.

Final biography and press release of 150 words for Oct. 31-Nov. 1. (*Two total*).

Uncontested Races, General Election

Biography and press release of 150 words for Oct. 31-Nov. 1. (*One total*).

Q. How do I get my information to you?

A. You may send your Press Releases to the reporter serving your town. Her email address is right below her byline each week.

The main email address is: news@valleybreeze.com This is the best way to send your news.

The Managing Editor is Ethan Shorey. ethan@valleybreeze.com (401) 334-9555, ext. 130.

You can send by U.S. Mail to: Campaign News, The Valley Breeze, 6 Blackstone Valley Place, Suite 204, Lincoln RI, 02865. Fax to (401) 334-9555.