

## **Business Editors Give Tips**

*By Janet Reese, APR*

What is news? Business editors Rob Reuteman from the *Rocky Mountain News* and Mike Cote from *The Daily Camera* in Boulder answered the burning question at a recent Society of Professional Journalists seminar.

Cote says he selects stories that people care about and want to read. What is the community big on? High-impact trend stories that affect people's pocketbooks, sleeping-giant companies and people, and inspiring entrepreneurs.

Reuteman pointed out that exclusives – stories awarded exclusively to one paper over the other – are no-win situations for your clients and the turned-down newspaper. “Exclusives short shrift the other paper, and someday you may need the other paper,” he said.

Reuteman explained that business stories are about money changing hands, business deals, and who made and who lost the most money on the deals.

In contacting them, Reuteman and Cote prefer e-mail. Reuteman can be reached at [reutemanr@rockymountainnews.com](mailto:reutemanr@rockymountainnews.com) or [business@rockymountainnews.com](mailto:business@rockymountainnews.com), and Cote's e-mail address is [cotem@dailycamera.com](mailto:cotem@dailycamera.com). Send them news releases without attachments. If you follow up, send an e-mail rather than call. A catchy subject line offers the best chance of getting editors' attention. Spam filters screen their e-mail ruthlessly.

Reuteman uses Colorado information sources. He asks his editorial assistant to open and distribute mail postmarked instate, while mail postmarked out of state is unopened and discarded. A few other tips:

- Practice clarity and simplicity in writing releases. Get your point across right away. Time is of the essence.
- Remember a press release is a jumping off point for an article. Be prepared for reporters to act on your news right away. Deliver the information you promise.
- Don't craft quotes from the CEO. Most of the time, they are unused. Flavor of human speech and everyday language is preferred.
- Send only mug shots in jpeg format. Other photos, unless requested, aren't used.

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