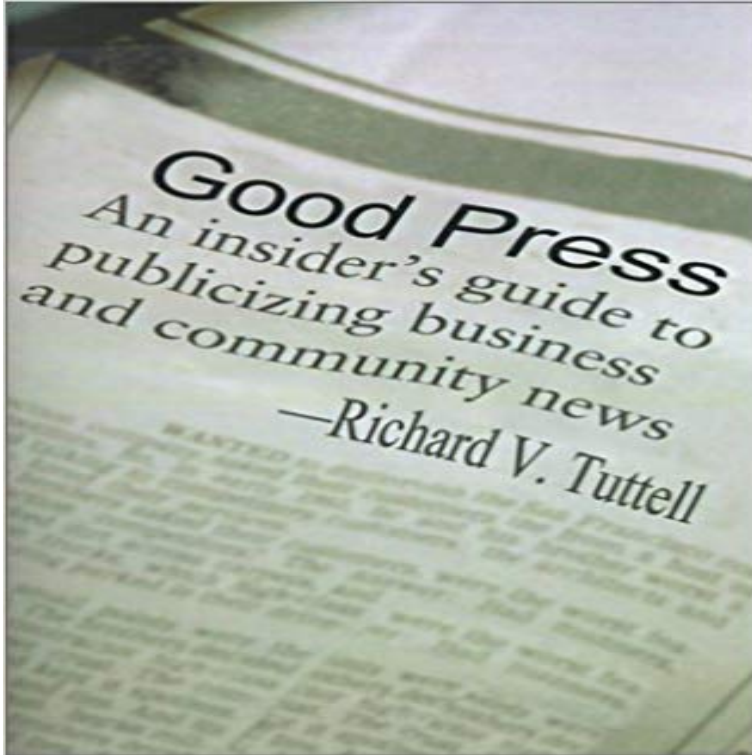


Good Press: An Insiders Guide to Publicizing Business and Community News



From a scribbled announcement submitted on the flap of a frozen dinner entree to a faxed message from Gods self-proclaimed humble prophet Tex, Richard V. Tuttell has seen it all during his 20-year career as a community newspaperman. In Good Press, he shares his insights and experiences to put readers behind the editors desk and improve their chances of having news releases printed or broadcast. Tuttell points out where the majority of submissions fail to come up to publication standards and answers the only two questions newspaper editors are ever asked Why didnt you put that in the paper? Why did you put that in the paper? Sample press release forms are included.

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