

ASHEVILLE CITIZEN-TIMES

14 O. Henry Avenue • P.O. Box 2090 • Asheville NC 28802 • 704-252-5611 • FAX 704-251-0585

The bottom line for us is that if a person or organization has news we will find a way to get that into the paper.

We often are asked to send a reporter to a community meeting or event, such as Boy Scouts visiting a nursing home. Obviously, we just do not have the staff to respond to those requests. But we do want to get the information into the paper. To do that we need written information, preferably sent by email.

People should not worry about how the items are written, or expect them to appear as they are written. We just need the information. It is very important, however, for people to get facts and spellings -- especially with names -- right. It makes us look bad when we get bad information and that goes into the paper. People hold us accountable, as they should.

It is helpful for us to have the item in email, as either text in an email or as an attachment. It also is helpful for people to be familiar enough with the paper to offer a suggestion on where their news might be placed -- in a community calendar, as a student achievement announcement, as an item for the outdoors list, for example.

Following an email or fax with a phone call also is a good idea. Here's who handles what:

Deborah Potter, community news and school news. 232-2935.
Local or regional news, Jason Sandford, 232-5928.

Calling a beat reporter is OK, but people might have better luck with Jason or Deborah.

If someone is having trouble finding the right person or getting a response, I want to know about that. My number is 232-5883.

Brian Ponder
Metro Editor
Asheville Citizen-Times
828-232-5883
bponder@citizen-times.com