

## **DEADLINES**

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0635

Different types of media have different deadline requirements.

Newspapers: Deadlines are critical in the newspaper business. Know your newspaper's deadline! If an incident occurs just before press time, usually a minimal story can be inserted right away with a detailed follow-up report in the next day's edition. Give news items to reporters as early as possible to receive maximum attention.

On slow news days, newspapers can use routine news of CAL FIRE activities such as inspections, school programs, and new equipment, as filler material, so have this reserve information available for last minute insertion.

Radio and television stations also face critical deadlines; again, you should know these deadlines.

Wire services (UPI, AP, and local news services) are not usually interested in routine daily information but may be supplied with certain news items by their local stringer or editor. They will accept news releases at any time.

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