

## Key Newsroom contacts

**General News:** for questions about news releases or story assignment, to pass along a story tip, or to report an error in a story, contact **News Editor Chris Koger** at (913) 438-0783.

**Enterprise news sections:** For questions about story assignment for our Know Your Market and Shipping Profile sections, contact **Sections Editor Dan Galbraith** at (913) 438-0767.

**Crops & Markets section:** Contact **Markets Editor Andy Nelson** at (913) 438-0786.

**Regional field staff:** Eastern Editor **Doug Ohlemeier** at (813) 333-2568. Salinas staff writer **John Chadwell** at (831) 638-1201. Central California staff writer **Don Schrack** at (559) 907-2725. Texas staff writer **Pamela Riemenschneider** at (512) 906-0733.

**Annual magazine editions:** For questions or comments about The Produce Availability and Merchandising Guide, Fresh Trends, contact **Editor Greg Johnson** at (913) 438-0784.

**Photos and graphics:** For technical or content questions, call **Managing Editor Fred Wilkinson** at (913) 438-0765.

**Story/photo reprints:** To inquire, contact **Clerk/Librarian Tracy Burgess** at (913) 438-8700, ext. 313 weekdays from 8 a.m.-noon central time.

For questions or comments about the overall publication, or to address an unresolved concern, contact **Editor Greg Johnson** at (913) 438-0784.

## Getting materials to us

If you want to send us news about your company:

**Fax:** News Release, The Packer, at (913) 438-0691

**E-mail:** news@thepacker.com

**Mail:** News release, Attn: The Packer 10901 W. 84<sup>th</sup> Terrace, Lenexa, KS 66214

**Overnight deliveries** should be sent to: News Editor Chris Koger 10901 W. 84<sup>th</sup> Terrace, Lenexa, KS 66214; phone: (913) 438-0783.

# THE PACKER's News Primer

A who's who and what's what guide to policies and procedures

## Our editorial mission

**THE PACKER** serves the vertical produce industry through coverage of the marketing of and the marketplace for, domestic and international produce.

**THE PACKER's** mission is to continue to be the authoritative publication for the produce industry and to be the leading source of comprehensive, objective and accurate information relating to fresh produce marketing.

## What is news?

If a story affects the business decisions sellers and buyers make, or if it is of interest to the produce community at large, we consider it news. We are dedicated to getting such information to readers as soon as possible.

Editors weigh a variety of factors each week in deciding not only what is news, but where stories will appear and how much space they receive in print or online. Editors also face space limitations that frequently limit what information is published at all. We try to make news decisions as objectively as possible setting aside such issues as whether the news is "positive" or "negative."

While we appreciate that so many advertisers choose **THE PACKER** to carry their messages, advertising considerations do not enter into news decisions.

## Picture this

**THE PACKER** will consider submitted photos, logos, labels and other graphics for publication. Electronic files are preferred for photos and logos. Resolution should be at least 200 dpi. Acceptable file formats are TIF, JPG or EPS files. E-mail and CDs are acceptable delivery options. Sharply focused black-and-white or color 5-by-7 prints, color transparencies and quality printed materials are acceptable formats. Questions? Contact **Managing Editor Fred Wilkinson** at (913) 438-0765.

As with news releases, we reserve the right to determine what is acceptable for publication.

Please include caption information and a contact with the submission.

If requested, we will return photos and

other graphics as soon as possible.

Please indicate that you'd like the materials returned.

## On deadlines

The sooner readers or companies alert us to news, the better.

To receive full consideration for each issue, news releases and letters to the editor should be received by the Monday before the publication date. Breaking stories are assigned and developed as time permits.

Our drop-dead time for each week's issue is 3 p.m. (central time) on Thursday. **Know your Market** and **Shipping Profile** section stories typically are assigned at least a month in advance.

For a copy of **THE PACKER's** editorial calendar, contact **Connie Dudziak** at (913) 438-0758 or visit [www.thepacker.com](http://www.thepacker.com).

## Rules of the road

Dozens of newsroom policies and guidelines shape each issue of **THE PACKER**. Among them, two are of particular note to readers and sources:

**Errors:** **THE PACKER's** editors and reporters are committed to accurate, reliable reporting. Every story is checked and doublechecked by at least two editors; some by as many as four or five. Nonetheless, we know that mistakes do sometimes occur. Let us know if we've erred, and we will set the record straight, on Page A2 every week, or online if appropriate.

**Prior review:** Reporters or editors do not submit a story to sources before publication. We will, review direct quotes and facts when requested. We strongly encourage sources to contact us before publication if they believe they need to clarify any points.