



P.O. BOX 5475, SPRINGFIELD, MA 01102

The Valley Press Club 2015 Media Guide

The much-anticipated update of the Valley Press Club guide to reaching and dealing with the media in Western Massachusetts is now available.

Included with the booklet is a CD containing a database of area media outlets with contact names and numbers, distribution, circulation, deadlines and other useful information. The booklet has the listings, plus articles on getting publicity for your organization, writing news releases, working with various media, how to be a good news source, getting your photographs in the paper, and helpful hints for dealing with the various media organizations.

The Guide also has an updated listing of Public Access Television stations throughout the area, with information on how to get your message on their bulletin boards, their deadlines, and accepted video formats for local access programming.

**NEW IN THIS
EDITION!**

TAKING YOUR MESSAGE TO SOCIAL MEDIA

Facebook, Twitter and other social media can be effective in getting your message out, but there are guidelines to follow. The Valley Press Club Media Guide takes you through the process.

ALL PROCEEDS FROM THE SALE OF THE MEDIA GUIDE BENEFIT OUR SCHOLARSHIP PROGRAM

PLEASE SEND THE 2015 VALLEY PRESS CLUB MEDIA GUIDE!

BOOKLET AND CD

VALLEY PRESS CLUB MEMBERS \$32

NON-MEMBERS \$37

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