



P.O. BOX 5475, SPRINGFIELD, MA 01102

The Valley Press Club 2010-2012 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 the area media outlets and leading public relations professionals 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 the media, how to be a good news source, 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!**

GETTING YOUR PHOTOGRAPHS IN THE PAPER

Newspapers are making increased use of submitted photographs, but there are guidelines to follow. This edition of 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 2010-2012 VALLEY PRESS CLUB MEDIA GUIDE!

BOOKLET AND CD

VALLEY PRESS CLUB MEMBERS \$32

NON-MEMBERS \$37

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