



P.O. BOX 5475, SPRINGFIELD, MA 01102

The Valley Press Club's 2007-2008 Media Guide

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

Included with the booklet is a CD containing an updated database of the area's media outlets and leading public relations officers 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 various media, how to be a good news source, and helpful hints for dealing with the press.

**NEW IN THIS
EDITION!**

A comprehensive 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.

For more information or to request an invoice, call Judie O'Donnell at 413-335-8551.

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

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BOOKLET AND CD

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