



P.O. BOX 5475, SPRINGFIELD, MA 01102

The Valley Press Club 2018 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 USB Drive 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!**

FACEBOOK, TWITTER or INSTAGRAM?

With so many social media options, which platform is the best way to get your message out?

The Valley Press Club Media Guide breaks down the options.

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

PLEASE SEND THE 2018 VALLEY PRESS CLUB MEDIA GUIDE!

BOOKLET AND USB DRIVE

† VALLEY PRESS CLUB MEMBERS \$30

† NON-MEMBERS \$40

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Make check payable to **VALLEY PRESS CLUB**, and mail to:

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