New Edition of the Press Media Guide Available

SPRINGFIELD, Nov. 2018. Want to get your business, service, church or non-profit organization noticed? The Valley Press Club can help you get your news to the right media outlet; daily and weekly newspapers, online websites, television and radio stations. The club’s newly-released 2018 guide to reaching and dealing with the media in Western Massachusetts is now available.

Included with the booklet is a USB flash drive containing a database of area media outlets, including daily and weekly newspapers, radio and television stations, 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 the 2018 edition is guidance on the challenges of Social Media. Facebook, Twitter or Instagram? With so many options, which platform is the best way to get your message out? The Valley Press Club Media Guide helps you make the choice.

The proceeds from the sale of the media guide benefit the club’s scholarship program for Western Massachusetts students who plan to study journalism.

The cost of the booklet (including data on a USB Flash Drive) is $30 for Valley Press Club members and $40 for non-members.

For a media guide order form or download an order form from the Press Club website at [www.valleypressclub.com](http://www.valleypressclub.com) or write to Media Guide, Valley Press Club, P. O. Bos 5475, Springfield, MA 01102,

For more information call club president Charlie Bennett at 413-596-4765.