

Voluntary and Community Action

Working with the Local Media

Resource Sheet No. 1

June 2011

This Resource Sheet is designed to help you work with the local and regional media. Gaining publication in the local media can go a long way to help promote your activities, volunteer opportunities or fundraising. Aside from the obvious paid for adverts, there are many ways in which you can gain free PR for your organisation. The following pages provide you with a brief overview of publications which might be applicable to groups in southern Bedfordshire. Here are also a few hints and tips on what makes good press releases:

Resource sheets are designed to help voluntary organisations and community groups in southern Bedfordshire find information quickly and easily on the most relevant subjects.



If you have any suggestions for future sheets please give us a call on 01525 850559.

Tips on Writing Press Releases

- use a strong headline of 10 words or less
- try to keep it to two sides of A4, with lines 1.5 or doubled spaced
- use "he" and "they" not "we" and "us"
- don't forget to add the date, contact information and website
- send a good, high resolution photo if possible
- place the most important information at the top
- research the publication and check deadlines
- think like a journalist
- don't phone and chase the reporter or editor—they are busy people.

How Voluntary and Community Action can Help!

We distribute *Action!* a bi-monthly newsletter supplied free of charge to voluntary organisations and community groups within southern Central Bedfordshire. For a small fee, you can insert a flyer into our mailings, or take advantage of our targeted/special mailing service.

We also distribute quarterly newsletters to Councillors within Bedfordshire with a focus on a particular group. So get in touch if you have any issues that you think local councillors should know about and would like more publicity for your group.

Our website has a Community Notice Board where you can publicise your events, vacancies and items for sale or to give away. Our Volunteer Centre are happy to help you write press releases to promote your volunteering opportunities in the local press. We also have an information sheet on marketing volunteering opportunities.

See our website for details of the above services or call us on 01525 850559.





Newspapers

Leighton Buzzard Observer / Citizen

Sold every Tuesday, the deadline for inclusion is Friday.

Editorial

Email: news@lboobserver.co.uk

Tel: 01582 700600

Adverts

Email: premieradvertising@jpress.co.uk

Tel: 01908 371133

Address: Premier Newspapers Ltd,
Napier House, Auckland Park,
Bond Avenue, Bletchley,
MK1 1BU

Tel: 01908 371133

Website: www.leightonbuzzardtoday.co.uk

MK Citizen

Distributed every Thursday, the deadline for inclusion is Friday.

Address: Napier House, 2 Auckland
Park, Bond Avenue, Bletchley,
MK1 1BU

Tel: 01908 371133

Website: www.miltonkeynestoday.co.uk

Dunstable Gazette/ The Luton News / Herald and Post (Luton)

Sold on every Wednesday, the deadline for inclusion is Friday.

Editorial

Email: editorial@lutonnews.co.uk

Tel: 01582 526001

Adverts

Email: sam.pirani@jpress.co.uk

General Enquiries:

Tel: 01582 700600

Email: advertising@lutonnews.co.uk

Address: 39 Upper George
Street, Luton LU1 2RD

Tel: 01582 700600

Website: www.dunstabletoday.com

www.lutontoday.co.uk





Parish Newsletters

Chalgrave News

Editors: Lindie Lothian and Roger Masters
Tel: 01525 874166 (Lindie)
01525 873039 (Roger)
Email: lindie@ic24.net
roger.masters@btinternet.com

Focus

Delivered to Eaton Bray, Edlesborough, Northall and Dagnall.
Editor: Sally Siddons
Tel: 01525 221733
Email: sallysid@hotmail.com

Hockliffe Herald

Editor: Paul Dickens
Tel: 01525 210210
Email: pmjdickens@lineone.net

Near Here

Delivered to 4000 houses in Linslade, Billington Park, Sandhills and Marleyfields
Tel: 01525 229019
Email: alison@nearhereonline.co.uk

Outlook

The Christian Outlook in Barton-le-clay, Hexton and Higham Gobion.
Editor: Richard Smith
Tel: 01582 881055

Parish Link

Delivered to households in Studham, Whipsnade and Kensworth.
Editor: Fiona McDougal
Tel: 01582 873257
Email: fiona.mcdougal@btinternet.com

Caddington Newsletter

Editor: Clerk to the Council, Caddington Parish Council
Address: c/o 6 Cheney Close Toddington LU5 6BE
Tel: 01525 872964
Email: clerk@caddington.com

The Villager

Delivered to houses in Caddington.
Editor: Steven Standering
Tel: 01582 733399

Slip End & District Parish News

Deadline around 15th of each month
Editor: Sue Briggs
Address: 4 The Oaks, Slip End
Email: parishnews@slipend.co.uk

Toddington and District Newsletter

Editor: Tania Stanford
Tel: 01525 873879
Email: toddingtonnews@mail.com

Business

Business to Business (Magazine)

Distributed to 4000 households in the areas of Milton Keynes, North Bucks, Beds and Luton.

Tel: 01908 394501
 Email: news@businessmk.co.uk
 Address: Woburn Media Ltd,
 Suite 433c, Midsummer
 House, Midsummer
 Boulevard, Central Milton
 Keynes MK9 3BN
 Website: www.businessmk.co.uk

Business Citizen (Epaper)

Tel: 01908 651316
 Email: andy.overall@jpress.co.uk
 Website: www.miltonkeynes.co.uk/news/digital-editions/business-citizen

Councils

White House Newsletter (Leighton/Linslade)

Tel: 01525 631920
 Email: info@leightonlinslade-tc.gov.uk
 Address: Leighton-Linslade Town
 Council, The White House, Hockliffe
 Street, Leighton Buzzard LU7 1HD
 Website: www.leightonlinslade-tc.gov.uk

Talk of the Town (Dunstable)

Tel: 01582 51300
 Email: info@dunstable.gov.uk
 Address: Grove House, 76 High Street
 North, Dunstable LU6 1NF
 Website: www.dunstable.gov.uk

Voluntary and Community Action

**Bossard House
 West Street
 Leighton Buzzard
 Bedfordshire LU7 1DA**

**Tel: 01525 850559
 Fax: 01525 376281
mail@action-centralbeds.org.uk
www.action-centralbeds.org.uk**

How we can help!

Voluntary and Community Action exists to provide help and support to the hundreds of voluntary organisations and community groups selflessly working to improve lives in their own communities and beyond.

We can offer help in a variety of ways:

- Funding Advice
- Development
- Training
- Information
- Volunteering
- Partnerships