

WESTERN MASSACHUSETTS MEDIA GUIDE:

Be the media. Please use the following guide to get your voice out.

The following is a collaborative effort and a WORK IN PROGRESS. Please phone or send corrections, additions, and updates to 413.584.8975 x204 or toolbox@riseup.net. We have attempted to include a wide variety of media sources but realize that as people, our scope is subjective. Please pass this guide along so that others might utilize it in their grassroots campaigns. Feel free to print copies. We are seeking fluent Spanish speakers to volunteer their time to translate the media guide into Spanish, especially the “how-to” sections included at the end of the guide. Also, we are hoping to add sections for **local event calendars** and **listserves**. Please contact us with information and insight. See above contacts. **Happy undertakings!**

Town	Name of Outlet	Last Name	First Name	Title	Address	Email / Phone	Notes
PRINT DAILY							
Northampton	Daily Hampshire Gazette	Loisel Moulton	Laurie Stan	News Editor Manag. Editor	115 Conz Street PO Box 299 Northampton, MA 01060	413.584.5000 lloisel@gazettene.com F: 413.585.5299	www.gazettenet.com newsroom@gazettene.com deadline 5 days prior to publication
Northampton	Daily Hampshire Gazette	DiNicola	Dan	Calendar/Listi ng Editor	115 Conz Street PO Box 299 Northampton, MA 01060	413-585-5264 F: 413.585.5299 calendar@gazettenet.com	
Northampton	Daily Hampshire Gazette	Parnass	Larry	Art Editor/Managi ng Editor for News	115Conz Street PO Box 299 Northampton, MA 01060	413.584.5000 lparnass@gazettenet.com	
Northampton	Daily Hampshire Gazette	Scherban Pfarrer	Debra Steve	Feature Editor- Hampshire Life Reporter	115Conz Street PO Box 299 Northampton, MA 01060	413.584.5000 dscherban@gazettenet.com spfarrer@yahoo.com	
Northampton	Daily Hampshire Gazette	Reporters			115Conz Street PO Box 299 Northampton, MA 01060	413.585-5262 email first letter of first name + last name @ gazette.com	An updated list of direct phone lines for Gazette staff members appears every day on Page A2 of the newspaper.
Athol	Athol Daily News	Cummings Jilson	Barney Lori	Editor Manag. Editor	255 Exchange St. PO Box 1000 Athol, MA 01331-	978.249.3535 newsroom@atholdailynews.com atholdailynews.com	www.atholdailynews.com

					1000	fax: 978.249.9630	
Gardner	Gardner News	Norwood	Stu	Editor	309 Central St PO Box 340 Gardner, MA 01440- 3839	978.632.8000 fax: 978.630.5410 stunorwood@thegardnernews.com editorialdpt@thegardnernews.com	www.thegardnernews.com
Gardner	Gardner News	Fessenden	James	City Editor	309 Central St PO Box 340 Gardner, MA 01440- 3839	978.632.8000 fax: 978.630.5410	
Greenfield	Recorder	Forcier	George	Managing Editor	14 Hope St. PO Box 1367 Greenfield MA 01302- 1367	413.772.0261 fax: 413.774.5020 info@recorder.com gforcier@recorder.com newsinfo@recorder.com ext.270	www.recorder.com Send press release to: News Item, The Recorder, Box 1367, Greenfield, MA 01302. Make sure you include the basic information: what, where, when - and include the name of a contact person and phone number. For more information or questions, call George Forcier at 413- 772-0261 x270. Letters to the Editor: under 300 words
Milford	Milford Daily News	Dureke	Lisa	Managing Editor	159 South Main St. Milford MA 01757- 3287	508.634.1111 milford@cnc.com	www.townonline.com
North Adams	North Adams Transcript	Button	Margaret	City Editor (send news release to Button)	124 American Legion Dr PO Box 1840 North Adams MA 01247-1840	413.663.3741 x226 news@thetranscript.com ipt.com fax:	www.thetranscript.com Please include NAME, ADDRESS, CITY, STATE, ZIP,

						413.662.2792	TELEPHONE, EMAIL ADDRESS on all correspondence.
North Adams	North Adams Transcript	Therrien	Jim	Editor-in-Chief	PO Box 1840 North Adams MA 01247-1840	413.663.3741 x223 news@thetranscript.com fax: 413.662.2792	www.thetranscript.com can send press releases and letters to the Editor via email
North Adams	North Adams Transcript	Daniels	Tammy	Managing Editor	PO Box 1840 North Adams MA 01247-1840	413.663.3741 x221 news@thetranscript.com fax: 413.662.2792	www.thetranscript.com
Pittsfield	Berkshire Eagle	Farkas Fanto	Tim Clarence	Editor Managing Editor	75 South Church St. Box 1171 Pittsfield MA 01202-1171	413.447.7311 413.496.6205 news@berkshireeagle.com no attachments fax: 413.499.3419 News contact phone: (413) 496-6215.	www.berkshireeagle.com To submit news items, or news tips : email: No attachments, please. In the Subject Line: Attention Local News Or fax: Attention Local News on the cover sheet. Be sure to include your address and phone number.
Southbridge	Southbridge Evening News	Oldmixon URBANSKI	Geff LORRAINE	Executive Editor EDITOR	25 Elm St. Southbridge MA 01550-2647	508.764.4325 508.909.4107 fax: 508.764.8015 southbridge@stonebridgepress.com goldmixon@stonebridgepress.com lurbanski@stonebridgepress.com	www.southbridgeeveningnews.com

Springfield	Union News/ Sunday Republican	Gillen Kelly Munoz	Jim * Ray Natalia	City Editor for Springfield ONLY Arts & Entertainment Editor Reporter	PO Box 2350 Springfield MA 01102-2350 1860 Main Street	413.788.1300 news room:413.788.1200 fax: 413.539.9090 Ray Kelly's fax: 413.788.1339 news@repub.com cityeditornews@repub.com gchappell@repub.com nmunoz@repub.com Calendar: 413.788.1334	www.repub.com Calendar listings no later than 2 weeks ahead of time. Published Western Mass Thursday and daily
Chicopee Bureau	Union News/ Sunday Republican				210 Exchange Street Chicopee, MA 01013	413.592.2377 fax: 413.592.1311 Pam: pmetaxas@repub.com	
Greenfield Bureau	Union News/ Sunday Republican				378 Main Street Suite 303 Greenfield, MA 01301	413.772.6506 fax: 413.774.2501	
Holyoke Bureau	Union News/ Sunday Republican	Burke	Michael		210 High Street Holyoke, MA	413.534.3700 fax: 413.539.9090 mburke@repub.com	
Northampton Bureau	Union News/ Sunday Republican	Contrada Shepard	Fred Dwight		58 Pleasant Street Northampton, MA 01030	413-584-2900 f:413-584-2994 Dwight Shepard's fax: 413.788.1301 dlederman@repub.com fcontrada@repub.com	

						dshepard@repub.com	
Palmer Bureau	Union News/ Sunday Republican					413-788-1020	
Westfield Bureau	Union News/Sunday Republican	Canton	David	Editor		413-562-2349 dave.canton@wepub.com	
Westfield	Westfield Evening News	Canton Braze Moriarty Dufault	David Marie Dan Chuck	Editor Newsroom Manager Managing Editor Reporter	62-64 School St. PO Box 930 Westfield MA 01086-0930	413.562.4181 Fax: 413.562.4185 WENPUB@aol.com marie.braze@wepub.com dave.canton@wepub.com	3 days in advance for listings: sue.romani@wepub.com
Worcester	Worcester Telegram & Gazette	French	George	Chief Editorial Writer	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9100 fax: 508.793.9281 newstips@telegram.com people@telegram.com	newstips@telegram.com fax: 508.793.9281 www.telegram.com
Worcester	Worcester Telegram & Gazette	Mulroony	Susan	Letters to the Editor	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9152 fax: 508.793.9281 letters@telegram.com	
Worcester	Worcester Telegram & Gazette	Webber	Karen	Features Editor	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9232 people@telegram.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Sheehan	Nancy	Features Reporter	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9232 people@telegram.com fax: 508.793.9281	
Worcester	Worcester Telegram	Sacks	Pamela	Features	20 Franklin St. PO Box	508.793.9232	

	& Gazette			Reporter	15012 Worcester MA 01615-0012	people@telegram.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Nydam	Martha	Calendar	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9364 mnydam@telegra m.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Whitin	Harry T.	Newsroom Editor	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9187 newstips@telegra m.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Lamson	Leah	Mangering Editor	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9120 newstips@telegra m.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Whearly	Jay	City Editor	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9245 newstips@telegra m.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Kotsopoulos	Nick	City Hall Reporter	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9248 newstips@telegra m.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Monhahan	John	Environment Reporter	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9245 newstips@telegra m.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Valencia	Milton	Higher Education Reporter	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9245 newstips@telegra m.com fax: 508.793.9281	
Worcester	Worcester Telegram & Gazette	Melady	Mark	Police Reporter	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9245 newstips@telegra m.com fax: 508.793.9281	

Worcester	Worcester Telegram & Gazette	McFarlane	Clive	Education Reporter	20 Franklin St. PO Box 15012 Worcester MA 01615-0012	508.793.9245 newstips@telegram.com fax: 508.793.9281	There are also local reporters for Clinton, Fitchburg, Gardner, Holden, Leominster, Northboro, Southbridge, Spencer, Webster, Westboro, Whitinsville
Westfield	Westfield Evening News	Moriarty	Dan	Managing Editor	64-62 School St PO Box 930 Westfield MA 01086	413-562-4181 f: 413-562-4185	Reporter: Chuck DuFault Listings: Sue Romani

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
SPANISH								
Springfield	El Sol Latino					P.O. Box 572 Amherst, MA 01004		
Holyoke	Elite		Van Derys	Iris Yolanda		P.O. Box 81112 Springfield, MA 01138	413.737.2979 elite_mgzn@hotmail.com	
Boston	El Mundo							www.Elmundoboston.com
Lawrence	Siglo 21					316 Essex Street Suite 305 Lawrence, MA 01840	978.687.2652 fax: 978.687.1569 Toll Free: 1.800.836.0272	www.siglo21.com
Lawrence	Noticiero Panamericano						978.902.1415 panamericano@comcast.net	www.informativopanamericano.com
Lawrence	Rumbo					315 Mt. Vernon Street Lawrence, MA 01843	978.794.5380 fax: 978.975.7922 rumbo@rumbonews.com	www.rumbonews.com
Lawrence	Noti Latino							www.Notilatino.com

Worcester	Vocero Hispano Inc		Rivera	Sergio Jr.		17-A West Street Worcester, MA 01069	508-792-1942 508-792-1608 voceronews@aol.com	Friday publication 2 weeks prior
Holyoke	El Dialogo		Santiago-Bauza	Lillian	Publisher	4 Open Square Way Studio 120 Holyoke, MA 01040	413-536-5560 f:413-533-9467 editor@eldialogo.com	www.EIDialogo.com

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
PRINT WEEKLY								
Amherst	Amherst Bulletin		Cusano	Nicole	Editor	55 University Drive Amherst, MA 01002	413-584-5000 f: 413-549-8181 ncusano@gazettenet.com	Published: Friday Deadline:10 days prior to publication
Auburn	Auburn News		Briotta Seymor	Mike Kim	Editor Reporter	783 South Bridge St Auburn MA 01501-1336	508-832-2222 x15 Kim Seymor ext. x11 fax: 508-832-2431 southbridge@stonebridgepress.com mbriotta@stonebridgepress.com	Publication day: Wed Deadline: Fri noon www.auburnnews.net toll free # 1.800.367.9898
Auburn	Auburn News		Kane	Timothy	Executive Editor	783 South Bridge St Auburn MA 01501-1336	508-832-2222 fax: 508-832-2431 southbridge@stonebridgepress.com	Publication day: Wed Deadline: Fri 5pm
Barre	Barre Gazette		Downer Fidueiredo	Ellenor Melanie	Editor Office Manager	5 Exchange St Barre MA 01005-0448 PO Box 448	978.355.4000 fax: 978-355-6274 barrenews@hotmail.com	Pub: Thu Deadline: Fri noon Monday at 5pm for email and disk http://town.barre.ma.us/community/gazette

Boston	IN-In News Weekly		Lopata	James	Editor	450 Harrison Ave. Suite 414 Boston, MA 02118	617.426.8246 x 311 fax: 617.426.8264 editor@innewsweekly.com	
Belchertown	Belchertown Sentinel		Dodge	Debbie	News	PO Box 601 Belchertown, MA 01007	(413) 323-5999 f: (413) 323-9424	Pub: Thursday Deadline: Friday at noon
Harvard	Bolton Common		Green	Corrine	Editor	53 Bolton Rd PO Box 308 Harvard MA 01451	978-779-6800 Fax: 978-456-3341 Bolton@cnc.com	www.townonline.com Pub: Fri Deadline: Tuesday 9 p.m.
Hartford	El Extra		Britto	Juan	Editor	23 Wells Road West Hartford, CT	860.521.6024 fax:860.521.	www.elextranewspaper.com
Chicopee	Chicopee Register		Landon	Tammy	Editor	333 Front Street Chicopee, MA 01030	413.592.3599 Tammy Landon's ext.101 Fax: 413.592.3568 tlandon@turley.com lnash@turley.com	Pub:Thursday Deadline: Tuesday at noon
Chicopee	Journal Bravo		Corigliano	Sarah	Editor			
Chicopee	Chicopee Herald, The		Dobbs	Michael G	Editorial Managing	432 Front Street Chicopee, MA 01013	413.525.3247 413-592-1400 fax: 413-592-5286 heraldnews@reminderpublications.com natel@reminderpublications.com heraldnews@reminderpublication.com	www.there reminder.com Pub: Wednesday Deadline: Wed noon Send pictures of the happenings in your organization with a 40-50-word description of who and what is in the photo. Email-Digital photos, regular email text or Microsoft Word Documents, may be sent to: heraldnews@reminderpublications.com Fax-Press releases
			Luscombe	Nate	Reporter	PO Box 950 Chicopee, MA 01020		

								may be sent attention Editorial Department at: 413-525-5882
East Longmeadow	The Reminder		E_____	Paula	Reporter	280 North Main St PO Box 950 East Longmeadow MA 01028	413-592-1400 heraldnews@thereminder.com fax: 413-592-5286	www.thereminder.com Pub: Wed Deadline: Fri noon Also see notes below for Reminder Publications, Inc.
East Longmeadow	Prime Times		Valentine	Carla	Editor	280 North Main St. East Longmeadow, MA 01028	413.525.3247 ext. 147 fax:413.525.5882 todonnel@reminderpublications.com	
Enfield	Hartford Courant					101 Phoenix Avenue Enfield, CT 06082	860.253.5722 fax: 860.741.7174 nlastrina@courant.com	Send news releases to Nancy Lastrina 10 -14 days prior to publication
Feeding Hills	Agawam Advertiser News		Sardella	Rick	Editor	23 Southwick Street Feeding Hills, MA 01030	413.786.7747 fax:413.786.8457	
Florence	The Valley War Bulletin					140 Pine Street Room 10 Florence, MA 01062	413-584-8975	MONTHLY
North Grafton	Grafton News		Clark	Donald E.	Editor	1B Hawthorne St PO Box 457 North Grafton MA 01536	508-839-2259 fax: 508-839-5235 mrcmb@charter.net	Pub: Wed Deadline: Mon www.topix.net/city/north-grafton.com
Great Barrington	Berkshire Record		Pricendorf	Donna	Editor	21 Elm Street Great Barrington, MA 01230	413-528-5380 f: 413-528-9449 berkrec@bcn.net (no attachments)	Pub: Thursday Deadline: Tuesday morning
Greenfield	Greenfield Town Crier		Mono	Lois	Editor	393 Main St PO Box 1435 Greenfield MA 01302	413-774-7226 fax: 413-774-6809 lmono@thetowncriers.com	Pub: Fri Deadline: 2 weeks before www.thetowncriers.com

Greenfield	Greenfield Recorder		Forcier D'Errico	George Tom	Managing Editor Features Editor and Calendar	News Item The Recorder Box 1367 Greenfield, MA 01302 The Greenfield Recorder 14 Hope Street Greenfield, MA 01302	413-772-0261 x 270 fax: 413- 774-5020 features@recorder.com newsinfo@recorder.com Address News Item with attn: News Item	Letters to editor: Send it to: Letters to the Editor, The Recorder, Box 1367, Greenfield, MA 01302, phone it in to (413) 772-0261 or (508) 544-2118, fax it to (413) 774-5020 or e-mail it to: Letters@recorder.com. Sign your letter and include a phone number. For more information or questions, call Editorial Page Editor Justin Abelson at (413) 772-0261 (ext. 253).
Harvard	Harvard Post		Hoffman	Melissa	Editor	53 Bolton Rd PO Box 308 Harvard MA 01451	978-456-3342 Fax: 978-456-3341 Harvard@cnc.com	Pub: Fri Deadline: Tuesday 9 p.m. www.townonline.com/Harvard/
Holden	Landmark		Keogh	Jim	Editor	1650 Main St PO Box 546 Holden MA 01520	508-829-5981 fax: 508-829-5984 editor@thelandmark.com	Pub: Thu Deadline: Mon noon www.thelandmark.com
Holyoke	Holyoke Sun		Tremblay	Hope	Editor	333 Front St Chicopee MA 01013	413.612.2310 fax: 413.536.5720 fax: 413.592.3568 thesun@turley.com bbaker@turley.com holyokesun1@aol.com	Pub: Thu Deadline: Mon. @ 5p.m. submit news to : thesun@turley.com
Holyoke	Hello Holyoke		Donahue	Owen	Managing	PO Box 390	413-533-6286	Pub: Thursday

					Editor	Holyoke, MA 01041	fax: 413-534-6785 helloh@aol.com	Deadline: 2 weeks in advance
Huntington	Country Journal		Duby	Cindy	Editor	5 Main St PO Box 429 Huntington MA 01050	413-667-3211 fax: 413-667-3011 countryjournal@turley.com	Pub: Thu Deadline: Mon at 2pm
Clinton	Lancaster Times & Clinton Courier		Sharpe Bombard	Karen Noah	Managing Editor Editor	18 High St PO Box 149 Clinton MA 01510	978-368-3393 fax: nbombard@cnc.com	www.mothertown.com Pub: Thu Deadline: Mon 5pm Monthly magazine: <i>Mothertown</i>
Lenox	South Advocate		Drohan	Glen	Editor-in-Chief	71 Church St Lenox MA 01240	news@advocateweekly.com fax: 413-637-8841	www.advocateweekly.com Pub: Thu Deadline: Fri
Longmeadow	Longmeadow News		Oleksah	Dale	Editor	PO Box 61132 Longmeadow MA 01116	413-562-4181 x129 fax: 413-562-4185 dale.oleksak@wenpub.com	Pub: Wed Deadline: Thurs. prior to pub.
Monson	The Town Recorder		Goneau	Joanne	Editor	47 Silver Street Monson, MA 01057-9429	413.267.5333	
Palmer	Ludlow Register		Killough	Paula	Editor	24 Water St Palmer MA 01069	413.283.8393 f: 413.289.1977 pkillough@turley.com ppflanz@turley.com editorial@turley.com	www.turley.com/Pages/ludlow.html Pub: Wednesday Deadline: Friday at 5 p.m.
Pittsfield	Pittsfield Gazette		Levine	Jonathan	Editor	Box 2236 Pittsfield, MA 01202	413-443-2010 f: 413-443-2445 gazette@berkshire.net (no attachments)	www.pittsfieldgazette.com Pub: Thursday Deadline: Monday noon
Lunenburg	The Stow Paper		Bremer	Cindy	Editor	603 Massachusetts Ave Lunenburg MA 01462	978-582-8200 f: 978-582-0197 dgink@net1plus.com	Pub: Fri Deadline: Tues noon a week prior to publication
Millbury	Millbury/Sutton Chronicle		Belisle	Andrée	Editor	117 Elm St Millbury MA 01527	508-865-1645 by mail only!	Pub: Thu Deadline: Fri

North Adams	Advocate, The		Drohan	Glen	Editor	124 American Legion Dr North Adams MA 01247	413-664-6900 fax: 413-664-7900 fax: 413.662.2792 news@advocateweekly.com	Pub: Thu Deadline: Mon noon www.advocateweekly.com
Marlborough	Villager, The (Northboro-Southboro)		Hazard McPhee	Glenda Carol	Editor	40 Mechanic Street Suite 220 Marlborough MA 01752	508-490-7450 f: 508-490-7471 cmcphee@cnc.com	Pub: Thu Deadline: Mon noon www.townonline.com
Shelburne Falls	West County News		Wilmeth	Michael	Editor	45 Conway Street PO Box 218 Shelburne Falls, MA 01370	413-625-4660 f: 413-625-4661 wcnews@comcast.net sfwcn@mtdata.com	Pub: Thu Deadline: Mon 1pm
Marlborough	Shrewsbury Chronicle		Hazard	Glenda	Editor	40 Mechanic Street Suite 220 Marlborough MA 01752	508-490-7450 f: 508-490-7471 ghazard@cnc.com	Pub: CC: Wed CT: Fri Deadline: Monday at noon or 2-3 weeks prior www.townonline.com/Shrewsbury
South Hadley	Town Reminder		Demers	Guy	Editor	136 College St South Hadley MA 01075	413-536-5333 f: 413-536-5334 town-reminder@town-reminder.com	www.town-reminder.com Pub: Fri Deadline: Tuesday at 5 p.m.
Spencer	New Leader		Jarvis	Stephanie	Editor	369 Main St Spencer MA 01562	508-885-5041 f: 508-885-4213 sjarvis@stonebridgepress.com	www.spencernewleader.com Pub: Wed Deadline: Friday
East Longmeadow	Reminder Publications, Inc.		Dobbs	G. Michael	Managing Editor	280 North Main Street Suite 1 East Longmeadow MA 01028	413-525-6661 f: 413-525-5882 cbuendo@thereminder.com news@reminderpublications.com	www.thereminder.com Pub: Tuesday Deadline: Thursday To submit a calendar listing please include: Name of the event, Date, Time, Place, Sponsoring Organization(s),

								<p>Admission cost (if any), Phone number to be published for more information, Brief description of the event, Contact information: Your name and phone number* (in case we have questions, *not for print)</p> <p>Also see above notes for Chicopee Herald</p>
East Longmeadow	Reminder Publication, Inc. Today's Family MONTHLY INSERT		Wood	Elizabeth	Editor	280 North Main Street East Longmeadow, MA 01028	413- 525-6661 fax: 413 525-5882 news@reminderpublications.com	This is a monthly insert Deadline: 6 weeks prior to monthly inserts in weeklies
Easthampton	Valley Advocate		Vannah Kraft Thurlow Heflin	Tom Stephanie Kendra James	Editor-in-Chief Listings Editor Listings dpt. Ext. 289	116 Pleasant Street Suite 3350 Easthampton MA 01027	413-529-2840 fax: 413-529-2844 editor@valleyadvocate.com listings@valleyadvocate.com jheflin@valleyadvocate.com	www.valleyadvocate.com Pub: Thu Deadline: 2 weeks prior Listings Editor: Kendra Furlow, James Heflin. 2 weeks prior, no attachments.
Ware	Ware River News		McCullough	Mark	Editor	4 Church Street Ware, MA 01028	413-967-3505 fax: 413-967-6009 warerivernews@turley.com cliff@turley.com	www.turley.com Pub: Thu Deadline: Mon 5pm
Webster	Webster Patriot		O'Donnell	Paul	Editor	15 Sutton Rd Webster MA 01570	508-943-8784 f: 508-943-8129 patriot15@charter.net email Sally	www.patriotnewspaper.com Pub: Wed Deadline: Mon

West Boylston	The Banner		Gottesman Kane	John Michael	Managing Editor	PO Box 306 West Boylston MA 01583	978.368.0176 f: 978-368-1151 bannews@yahoo.com	Pub: Thu Deadline: Mon 11 a.m.
West Springfield	West Springfield Record		Coburn	Thomas	Editor & Publisher	516 Main Street, PO Box 357 West Springfield MA 01090	413-736-1587 f: 413-739-2477 wsrecord@comcast.net	Pub: Thu Deadline: Mon noon
Westborough	Community Advocate		Bagdon Johnson	David Jennifer	Editor & Pub.	32 South St, 2nd floor PO Box 1574 Westborough MA 01581	508-366-5500 ads@communityadvocate.com f: 508-366-2812 news@communityadvocate.com	www.communityadvocate.com Pub: Fri Deadline: Fri noon
Westborough	Westborough News		Cain	Chad	Editor	10 East Main St Westborough MA 01581	508-366-1511 f: 508-366-5265 westboro@cnc.com reporter phone: 508.366.5597	Pub: Fri Deadline: Wed www.townonline.com/westborough
Whitinsville	Blackstone Valley Tribune		Levin	Andy	Editor	110 Church St PO Box 110 Whitinsville, MA 01588	508-234-2107 f: 508-234-7506 alevin@stonebridgepress.com	Pub: Tuesday Deadline: Friday www.blackstonevalleytribune.com
Winchendon	Winchendon Courier		Deamicis	Ruth	Editor	110 Front St Winchendon MA 01475	978-297-0050 rdeamicis@stonebridgepress.com f: 978-297-2177	www.winchendoncourier.com Pub: Thursdays Deadline: Monday at noon
Worcester	Worcester Magazine		Warshaw	Michael	Executive Editor-in-Chief	172 Shrewsbury St Worcester MA 01604	508-755-8004 editorial@worcestermag.com f: 508-755-8860	www.worcestermag.com Pub: Thu Deadline: Fri
Springfield	The Woman's Times Inc.		Sills	Eugenie	Editor/ Publisher	277 Main Street #204 Northampton, MA 01060	Northampton office: 413-585-0733 Fax:413-585-0731	Calendar: by 15th of month prior to publication email pvnews@thewomanstimes.com published monthly

Springfield	The Catholic Observer		Dupont	Mark	VP News/Info Services	PO Box 1730 Springfield, MA 01101	(413) 737-4744 f: (413) 747- 0273 news@diospringfield.org	www.iobserve.org Pub: bimonthly on Friday Deadline: One week in advance
Feeding Hills	Southwick-Suffield Advertiser News		Sardella	Richard	Editor	PO Box 263 Feeding Hills, MA 01030	(413) 786-7747 f (413) 786-0193	Pub: Saturday Deadline: Tuesday noon
Feeding Hills	Agawam Advertiser News		Sardella	Richard	Publisher	PO Box 263 Feeding Hills, MA 01030	(413) 786-7747 (413) 786-0193	Pub: Thursday Deadline: Tuesday at noon
Wilbraham	Wilbraham-Hampden Times		Bennett	Charles	Editor	2341 Boston Road Wilbraham, MA 01095	(413) 682-0007 fax: (413) 682-0013	Pub: Thursday Deadline: Monday at noon
Springfield	Point of View		Hurst	Marjorie	Editor	688 Boston Road Springfield, MA 01119	413.796.1500	
Ware	Ware River News		Kane	Tim	Editor	92 Main Street Ware, MA 01082	413.967.3505 fax: 413.967.6009 tkane@turley.com	
Springfield	Al-Mizaan		Ali	Daoud		P.O. Box 5261 Springfield, MA 01101	413.218.7578 fax: 413.783.2141 info@almizaan.com	www.al-mizaan.com

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
STUDENT PRINT								
Amherst, UMass	Massachusetts Daily Collegian	Op/Ed	O' Rourke	Matt	Arts Edit.	113 Campus Center Basement, Umass Amherst MA 01003	413-545-3500 f: 413-545-3699 thedailycollegian@yahoo.com Matt O'Rourke's email: editorial@dailycollegian.com News: news@dailycollegian.com	www.dailycollegian.com Open M-F: 8:30-11:30
Amherst, Amherst	Amherst Student		Rothbard	Sarah	Editor in chief	The Amherst Student	p/f: 413-542-2304/5	http://halogen.note.amherst.edu/~as

College			Klein	Megan	Publisher	Amherst College PO Box 1912 Amherst MA 01002	astudent@amherst.edu	tudent/ Submit letters to the editor by noon on Sunday.
Amherst, Amherst College	The Indicator							www.amherst.edu/~theindicator/
Amherst, Hampshire College	The Climax					The Climax Hampshire College Office of Student Development Amherst, MA 01002	p- 413 538 2269 climax@hampshire.edu	Contact by email
Amherst, Amherst College	The Hamster – a collegiate journal of satirical and social thought						hamster@amherst.edu	
Longmeadow, Bay Path College	Bay Path College Newspaper					588 Longmeadow Longmeadow MA 01106		
Elms College, Chicopee	Elms College Newspaper		Guimont	Dan	Elms College Public Relations	291 Springfield St Chicopee MA 01013	413-594-2761 Fax: 592.4871 (Attn: Jim Gallant, for student newspaper) affinitas@elms.edu D. Guimont: ext. 284	
Greenfield Community College, Greenfield			Sackin	Merryl	Director of Student Life	1 College Drive Greenfield MA 01301	413.775.2000/1 sackin@gcc.mass.edu	www.gcc.mass.edu
Mount Holyoke College, South Hadley	Mount Holyoke News		Nichols	Jennifer	Editor-in-Chief	The Mount Holyoke News 9007 Blanchard Campus Center South Hadley, MA 01075-6007	413-538-2269 mhnews@mtholyoke.edu	http://www.mtholyoke.edu/org/mhnews/ Deadline: Sunday 5pm.
Springfield College, Springfield	The Student			Reporter (though no longer on staff, he writes for		The Student Springfield College 263 Alden St Springfield MA 01109	413.748.3132 Fax: 413.748.3473	Weekly. www.springfieldcollege.edu/ thestudent1910@yahoo.com

				the paper occasionally, as of 10/05): Alex – he’s great				
Springfield Technical Community College	STCC Campus Coverage					1 Armory Square Springfield MA 01103	Dean of student services: 413.755.4029 Student activities: 413.755.4912	Printed 2x each semester, not open to outside community. Send articles to the dean of student services.
Western New England College, Springfield	The Westerner					1215 Wilbraham Rd Springfield MA 01119	413.782.3111 (phone # for school switchboard)	www.wnec.edu
Westfield State College, Westfield	Campus Voice					577 Western Avenue PO Box 1630 Westfield, MA 01086	413-572-5431 thevoice@wfsc.edu	http://www.wsc.ma.edu/ Twice weekly.
Holyoke Community College, Holyoke	The Phoenix		Hanouille	Jeff	Editor-in-Chief	303 Homestead Ave Holyoke, MA 01040 G-Building, Room 310-C	(413) 552-2293 thephoenixpress@yahoo.com	http://www.geocities.com/thephoenixpress/
Smith College, Northampton	The Sophian					Capen Annex Smith College Northampton MA 01060	413-585-4971 f: 413-585-2705 sophian@email.smith.edu	http://www.smithsophian.com/ Weekly. You must include your first name, last name, and email address with your story to be considered for publication. Submit by noon on Sunday.
American International College, Springfield	Yellow Jacket					Schwartz Campus Center, American International College 1000 State Street	(800) 242-3142 inquiry@acad.aic.edu	http://www.aic.edu/pages/1.html

						Springfield, MA 01109		
Westfield State College	Campus Voice Newspaper		Layng	George	Faculty	Campus Voice Newspaper 577 Western Ave. PO Box 1630 Westfield, MA 01086	413.572.5334 fax: 413.572.5757	

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
WIRE SERVICES								
	Agence France- Presse					747 3 rd Ave, Floor 31 New York NY 10017	212-755-1750 f: 212-755-1928 contact@afp.com	www.afp.com
	Associated Press		Bell	Ed	Boston Personne l Bureau Chief	184 High St Boston MA 02110	617-357-8100 f: 617-338-8125 ktesta@ap.org jlindsny@ap.org	www.ap.org
			Garlik	Adam	Springfiel d Bureau	1319 Main St, Ste. 1020 Springfield MA 01103	413-781-0217 f: 413-781-3749 adam garlik's cell 314 348 9833	
					State House Bureau		617.227.0041 f: 617.338.8125	
	Bloomberg LP		Dunn	Christine	Boston Bureau Cheif	100 Summer St, Suite 1402 Boston MA 02110	617-338-5800 F: 609-897-8394 release@bloomberg.net	<a href="http://www.bloomber
g.com">www.bloomber g.com
	Business Wire					2 Center Plaza, Suite 500 Boston MA 02108	617-742-2760 f: 617-742-2782 newsroom@bizwire.com (attn: boston office)	<a href="http://www.businessw
ire.com">www.businessw ire.com
	Copley news Service		Winders	Glenda	Editorial Director	PO Box 120190 San Diego CA 92112	619-293-1818 <a href="mailto:infofax@copleynew
s.com">infofax@copleynew s.com	<a href="http://www.copleyne
ws.com">www.copleyne ws.com
	Gannett News Service		Andrews	Caesar	Editor	7950 Jones Branch Dr McLean VA 22107	703-854-5800 f: 703-854-2152 <a href="mailto:candrews@gns.gan
nett.com">candrews@gns.gan nett.com	<a href="http://www.gannett.c
om">www.gannett.c om
	King Features		Kennedy	Jay	Editor-in-	888 7 th Ave, 2 nd Floor	212-455-4000	www.kingfeatur

	Syndicate				Chief	New York NY 10019	kfs-public-relations@hearst.com	es.com
	PR Newswire					141 Tremont St, 12th Floor Boston MA 02111	800-866-8060 f: 888-776-0946 information@prnewswire.com	www.prnewswire.com
	Reuters		Frost	Greg	Boston Bureau Chief	53 State St, 14th Floor Boston MA 02109	617-367-4106 f: 617-248-9563 boston.newsroom@reuters.com	www.reuters.com
	State House News Service		Norton	Michael P.	Editor	State House, Room 458 Boston MA 02133	617-722-2439 f: 617-720-0341 news@statehousenews.com	www.statehousenews.com

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
NATIONAL PUBS								
	Christian Science Monitor		Van Slambrouck	Paul	Editor	1 Norway St Boston MA 02115	617-450-2000 f: 617-450-7575 jostynj@csps.com	www.csmonitor.com
	USA Today		Gallagher	Brian	Editorial Page Editor	7950 Jones Branch Dr McLean VA 22108	703-276-3400, 800-872-3433 fax: 703-854-2053 editor@usatoday.com	www.usatoday.com letters to the editor: mail or email
	New York Times				Arts and Culture	229 West 43rd St NYC, NY 10036	212-556-1234 212-556-7356 f: 212-556-3690 the-arts@nytimes.com	www.nytimes.com
					Letters to the Editor		Letters@nytimes.com	
			Collins	Gail	Editorial Page		editorial@nytimes.com	
					News		nytnews@nytimes.com	
	Wall Street Journal					10 Post Office Sq, Suite 715 Boston, MA 02109	617-654-6714 Fax: 617-654-6711 Fax: 917-510-2880 bsspot@dowjones.com	http://online.wsj.com/public/us

							om Letters to the Editor- Email: wsj.ltrs@wsj.com	
	Philadelphia Inquirer		Tracy	Lisa	Community Voices Editor sjvoices@phillynews.com	400 N. Broad St PO Box 8263 Philadelphia PA 19101	215-854-4500 f: 215-854-5099 inqonline@phillynews.com	www.philly.com
			Tierno	John	Editorial Page Editor			
	Washington Post					1150 15 th St, NW Washington D.C. 20071	202-334-6000 f: 202-334-5587 webnews@washpost.com	www.washingtonpost.com
	People's Weekly World					3339 South Halsted Street Chicago, IL 60608	pww@pww.org stories@pww.org	www.pww.org
	Boston Metro		Williams	Saul	Editor-in-Chief	320 Congress St, 5 th Floor Boston MA 02210	617-210-7905 f: 617-338-1257 editorial@metrboston.com	www.metropoint.com

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
INDY MEDIA								
Amherst	Voice Male-New Visions of Manhood- the magazine of the Men's Resource Center for Change					236 N. Pleasant Street Amherst, MA 01002	413-253-9887 x33 f: 413-253-4801 mlover@mensresourcecenter.org	

Boston	Bay Windows New England's Gay, Lesbian, Bi, Trans Newspaper		Ryan-Vollmar	Susan	Editor-In- Chief	46 Plympton Street 5th Floor Boston, MA 02118	617.266.6670 fax: 617.266.5973 srvollmar@baywindows.com	Pub: every Thursday Deadline: Noon on Monday
Berkshires, Eastern New York, Southwestern Vermont	Hill Country Observer		Daley Denzmore Stern	Fred Bill Jenny	Editor Berkshire Rep. Publisher	Main Office: Observer Publishing Inc. 77 East Main Street P.O Box 158 Cambridge, NY 12806 Berkshire Office: Densmore Associates 75 Water Street P.O. Box 667 Williamstown, MA 01267	Main Office: 518.677.8508 Toll Free: 866.806.6838 Fax: 518.677.8898 Berkshire Office: 413.548.8009 fax: 443.785.0588 jstern@hillcountryobserver.com fdaley@hillcountryobserver.com event listings: calendar@hillcountryobserver.com	monthly
Cambridge	Cultural Survival Voices- promoting rights, voices, and visions of indigenous people		Lutz	Ellen	Executive Director	215 Prospect Street Cambridge, MA 02138	617-441-5410 f: 617-441-5417	www.cs.org
Washington D.C	Economic Justice News					3628 12th Street, NE Washington, DC 20017	1-202-463- 2265 f:1-202-636- 4238	info@50years.org http://www.50years.org

Hartford	Hartford Undercurrent Hartford Independent Media Center					75 Pratt Street Suite 503 Hartford, CT 01063	860.246.4462 himc@riseup.net	www.hartfordimc.org monthly
Berkeley, CA	Slingshot					3124 Shattuck Ave Berkeley, CA 94705	510-540-0751	Quarterly publication National publication slingshot@tao.com
Northampton	Elder Vision Northampton Council on Aging					Memorial Hall 240 Main Street Suite 1 Northampton, MA 01060-3188	413.587.1228 fax: 413.587.1233	Mailed free to every senior household in Northampton
New York, NY	The Militant A Socialist News Weekly		Malapanis	Argiris	Editor	306 West. 37 th Street 10 th Floor, NY NY 10018	212.244.4899 fax: 212.244.4947	www.themilitant.com
Online Based	Independent Media Center Boston Independent Media Center					33 Harrison Ave. 4 th Floor Boston, MA 02111	Imc-wmass-info@wmass.indymedia.org Imc-wmass-editorial@wmass.indymedia.org Boston: 617.338.0184 Imc-Boston-office@indymedia.org	www.indymedia.org www.wmass.indymedia.org www.bostonindymedia.org go to website to publish article
Philadelphia	Industrial Worker Official Newspaper of the Industrial Workers of the World		Bekken	John	Editor	P.O. Box 23085 Cincinnati, OH 45223 J. Bekken: 4530 Baltimore Ave. Philadelphia, PA 19143	513.591.1905 ghq@iww.org J.Bekken: iw@iww.org	www.iww.org
Cambridge	Peace At Work		Burke	Sara	Co-editor	American Friends Service Committee	617.661.6130 fax:	www.afsc.org/peacework

	American Friends Service Committee		Diener	Sam	Co-editor	2161 Massachusetts Ave. Cambridge, MA 02140	617.354.2832 pwork@igc.org	Deadline:month-month ½ prior to pub.
Ware	The Servant Song					2062 Greenwich Road Ware, MA 01082-9309	413967-9369 peace@agapecommunity.org	www.agapecommunity.org
Florence	The Valley War Bulletin					140 Pine Street Room 10 Florence, MA 01062	413.584.8975 afsc@crocker.com	www.westernmassafsc.org

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
LOCAL RADIO								
Springfield	WACE-AM 730					326 Chicopee Street Chicopee, MA 01013	(413) 594-6654 f: 413-594-6657 wace730@wmcconnect.com	Religious/Talk Radio waceradio.com
			McLaine	Cal	News, Public Affairs & Public Service Director			
Springfield	WAIC-FM Hot 91.9 ABC Affiliate					1000 State St. Springfield, MA 01109-3151	(413) 205-3941 fax: 413-205-3072 tonygillkshow@comcast.net fx003@hotmail.com	Contemporary Hit Radio Programming: Big Show (Weekdays 6-9am), Tony Gill Show-Hot Talk (3-6pm)
			Innes	Richard	Operations Manger			
			Holiday	Doc	Program & Public, Music, News			

					Director			
East Longmeadow	WAQY-AM 1600 & WAQY-FM 102.1 & WLZX		Mirsky	Neal	Program Director	45 Fisher Ave. East Longmeadow, MA 01028-1707	(413) 525-4141 fax: 413-525-4334 neal@rock102.com Best to fax	Classic Rock www.rock102.com "say what" public affairs programming sarah@rock102.com Rock102 cares/public services jvdib@rock102.com
Southbridge	WARE AM 1250		Fairbanks	Jean	News Director		508.764.4500 fax:508.764.2682	
			Goldberg	Larry	Manager		lgoldberg@rock102.com	
			Ryan	Sarah	Public Affairs Programming		ryan@rock102.com	
			Booyah	Bob	Morning Show Producer		bobbybooyah@rock102.com	
Pittsfield	WBEC-AM 1420					211 Jason St. Pittsfield, Ma 01201-5907	(413) 499-3333 Fax: (413) 442-1590 PSA: Joanneb@wupe.com	News/Talk/Sports www.wbec.biz Programming: Imus in the Morning, Dr. Joy Brown, Rush Limbaugh, Sean Hannity, Red Sox Baseball, New England Patriot Football, High School Sports, Boston Bruins
Sheffield	WBLS FM 91.7					245 N. Under Mountain Road Sheffield, MA 01257	fax: 413.229.1235	
			Patrick	Mike	Operations Manager		mikep@wbec.biz	
			Conklin	Tom	News		tomc@wbec.biz	

					Director			
Pittsfield	WBRK-AM 1340		Bean	Len	News Director	100 North St. Pittsfield, MA 01201	(413) 442-1553 wbrk1340@aol.com wbrk@wbrk.com PSA 1 week in advance	Adult Standards/classic rock Fax: (413) 445-5294 http://www.wbrk.com Programming: "Berkshire Connection" (Fri. 11:05-11:30 – Dan Salzarulo, Producer), "Open Mike" (Weekdays 9:07-10am – Dan Valenti, Prodcuer) PSA – one week in advance
			Hodgkins	Chip	General Manger/ News Director			
			Lee	Ron	Entertainm ent Editor			
			Salzaruo	Dan	Promotion s Director			
Gardner	WCAT-AM 700 The Eagle					362 Green St. Gardner, MA 01440	(978) 630-8700 Fax: (978) 630-3011 billyc@999theeagle.com chris@999theeaagle.com	News/Talk/Sport
Hartford	WCCC-AM 1290 Rock 106.9 FM					1039 Asylum Ave. Hartford, CT 06105	860.525.1069	
Worcester	WCUW-FM 91.3 Community Radio					910 Main St. Worcester, MA 01610-1433	(508) 753-1012 wcuw@wcuw.com www.wcuw.com No advertising. Underwriting accepted.	
			Cutroni	Joe	Station Manager			

Northampton	WEIB 106.3 Smooth Jazz					8 North King St Northampton, MA 01060	(413) 585-1112 413.585.9432 Fax: (413) 585-9138 Send PSAs to Drew Dawson weibfm@aol.com	Jazz www.weibfm.com
			Cutting	Carol Moore	President & General Manager			
			Dawson	Drew	Program Director			
Fitchburg	WEIM-AM 1280					762 Water Street Fitchburg, MA 01420-6497	(508) 343-3766 Fax: (508) 345-6397 radio@weim.com	Variety www.weim.com Local Talk Shows: "Ray C" (Weekdays 6-9am – Ray Chalifoux, Producer)
			Wang	David M.	President/ General Manager		david@weim.com	
			Chalifoux	Ray	Public Service Director		rayc@weim.com	
Southbridge	WESO-AM 970 The Spirit		Paige	JD	News Director PSAs	100 Foster Street Southbridge, MA 01550-2537	(508) 764-4381 Fax: (508) 764-2682 info@thespirit970.com	Country www.thespirit970.com Send news 1 week in advance
			Harwood	Jane	Sales Manager			
Amherst	WFCR-FM 88.5		Kaufman	Jill		University of Mass 301 Hampshire House 131 Country Circle Amherst, MA 01003-9257	(413) 545-0100 Fax: (413) 545-2546 news@wfcf.org jkaufman@wfcf.org	Classical/NPRNews /Jazz Public Radio for Western New England See Also: WICN-FM
			Miller	Martin	General Manager		miller@wfcf.org	

			Paquette	Bob	NewsDirect or		(413) 545-4272 545-2546 x7 rdp@wfcf.org	
Greenfield	WHAI-FM 98.3		Massey	Hugh	News Director	81 Woodward Road Greenfield, MA 01301	(413) 774-4301 Fax:413-773- 5637 hmassey@whai.com variety@whai.com	www.whai.com See Also: WPVQ-FM
Northampton	WHMP-AM 93.9		Collins Campbell	Chris Jim	News PSAs	15 Hampton Avenue Northampton, MA 01060 Mail PSAs to: Jim Campbell WHMP P.O. Box 268 Northampton, MA 01061/0268	(413) 586- 7400 fax: 413.585.0927 News:Collins@w hmp.com Mail or email PSAs to: Jim Campbell jcampbell@wh mp.com	
Hartford	WHCN-FM 105.9 The River					10 Columbus Blvd. Hartford, CT 06106	(860) 723-6000 fax: 860-723- 6106 webmaster3@clearchannel.com	Rock www.theriver1059.com
Springfield	WHYN-AM 560 WNNZ AM 640		O'Connel Baibak	Tom John	General Manager News Director	1331 Main Street, 5th Floor Springfield, MA 01103-1621	(413) 781-1011 Fax: (413) 734- 4434 Fax: 413.858.1958 Mail PSAs to John Baibak am@whyn.com fm@mix913.com	Full Service/Adult Contemporary/Talk www.whyn.com/main.html Local Talk Shows: "Morning Show" (Weekdays 5-9am) Send 2 weeks in advance
			Mancini	Jean	Business Manager			
Worcester	WICN-FM 90.5					50 Portland St. Worcester, MA 01608	(508) 752-0700 Fax: (508) 752- 7518 kerry@wicn.org	Jazz/Folk/Public Affairs/NPR News www.wicn.org

								See Also: WFCR-FM
Greenfield	WIZZ AM 1520		D.	Phil		P.O. Box 983 Greenfield, MA 01302	413.625.9988? fax: 413.625.8274 info@wizzradio.com	www.wizzradio.com Press Releases to News Director
			Barlow	Brian	General Manager			
			Paquette	Bob	News Director		(413) 545-4272 rdp@wfcf.org	
			Gonzalez	Jorge Luis	Public Relations Director		jorge@wfcf.org	
Orange	WJDF FM		Deane	Jay	Program Director	P.O. Box 973 Orange, MA 01064	978.544.5335 fax: 978.544.2131 jay@wjdf.com info@wjdf.com	www.wjdf.com Send News Releases to Jay Deane
Springfield	WMAS AM 1450 Music of Your Life		O'Neil	Jack	News Departmen t	101 West Street, P.O. Box 9500 Springfield, Ma 01102-9500	jack's voicemail- 413. 737. 1414 Fax: 413. 737.1488 PSA by fax	Adult Standards www.947wmas.com Programming: "It's Your Community" (Sun. 7-7:30am – Jonathan Evans, Producer), "People Helping People" (Sun. 8-9am – Alcohols Anonymous, Producer), "Spotlight on Springfield" (Sun 9- 10am – Ruth B. Loving, Producer)
			Murray	Susan	General Manager			
			O'Neil	Jack	News Director			
Springfield	WMAS-FM 94.7					101 West Street. P.O. Box 9500 Springfield, MA 01102-9500	(413) 737.1414 fax:413-737- 1488 studio:	Adult Standards www.947wmas.com See Also: WMAS-AM

							413.733.9627 Mail PSAs wmas@947wmas.com	
			Murray	Susan	General Manager			
			Cannon	Paul	Program Director			
			O'Neil	Jack	News Director			
North Adams	WMNB-FM 100.1 WNAW AM 1230 Easy Listening and Contemporary					446 Curran P.O. Box 707 North Adams, MA 01247-0707	(413) 663-6567 Fax: (413) 662-2143 wnaw@nwaw.com email PSAs	Oldies Air Time: Mon-Sat 5:30am-Midnight, Sun See Also: WSBS-AM
South Hadley	WMHC FM 91.5		Melenson	Fhira	News Director		413.538.2044 fax:413.538.2019	www.mtholyoke.edu/org/wmhc
			Patrick	Big Mike	Station Manager			
			Kratka	Larry	News Director			
Springfield	WMAS-AM 1450		O'Neil	Jack	News Department	101 West Street, P.O. Box 9500 Springfield, MA 01102-9500	(413) 737-1414 Fax: (413) 733-1488 Jack O'Neil: 413.717.1414 wmas@947wmas.com	Adult Standards See Also: WMAS-FM
			Murray	Susan	General Manager			
Worcester	WORC-AM 1310					19 Norwich St. Worcester, MA 01608	(508) 791-2111 Fax: 508.752.6897 Studio:508.791.310 info@power1310.com info@worconline.com	News/Talk www.power13.com www.worconline.com
Gardner	WNYN FM 99.9		Thompson	Chris	General	362 Green Street	978.630.3473	Adult Contemporary

	The Eagle WGAW AM 1340				Manager	Gardner, MA 01440	fax: 978.630.3011 fax PSAs w/ attn: Spencer Martial	Talk
			Jakuisk	Brian	General Manager			
			Cutty	Scott	Program Director			
			Sims Roberts	Barry Mike	CEO Production Director			
Springfield	WPKX-FM 97.9		O'Neil	Jack	News Director	1331 Main St #400 Springfield, MA 01103	(413) 781-1011 fax: 413.732.5353 fax:413.858.19 58	www.kix979.com
Holyoke	WPNI-AM 1430 For FM 100.9 – see WRNX		O'Rourke	Joe		98 Lower Westfield Road Holyoke, MA 01040	413.536.1105 fax: 413.536.1153 joe@wrnx.com	www.wrnrx.com See Also: WFCR-FM
Northampton	WPVQ-FM 95.3 Bear Country					81 Woodward Road Greenfield, MA 01301	413. 774.4301 Fax: 413.773.5637 info@bear953.com	Country www.wpvq.com
			Collins	Kevin	Morning Host		Kevin@BearCountry953.com	
			Guin	Dan	General Manager		dan@email.com	
			Massey	Hugh	News Director		hugh@email.com	
Northampton	WRSI-FM 93.9 The River		Howard	Scott		15 Hampton Ave P.O. Box 268 Northampton, MA 01060	413. 586.7400 fax: 413.585.0927 S. Howard: 413.585.9555	www.wrsi.com

							scott@wrsi.com For Community Event: psa@wrsi.com sean@wrsi.com	
			O'Mealy	Sean	Programmi ng and Operations			
Holyoke	WRNX-FM 100.9					98 Lower Westfield Road Holyoke, MA 01040-2778	Office: (413) 536-1105 Toll Free: (800)-977-1009 Fax: (413) 536- 1153 us@wrnx.com dm@wrnx.com	Adult Alternative www.wrnix.com See Also: WUHN-AM
			Cardinal	Glen	Assistant Manager		Ext. 112	
			Moorehouse	Donnie	Program Director		Ext. 107	
Great Barrington	WSBS-AM 860					425 Stockbridge Road Great Barrington MA 01230-0297	(413) 528-0860 Fax: (413) 528- 2162 wsbs@bcn.net	Adult Contemporary Air Time: 5:30am- 7pm www.wsbs.com See Also: WMNB-FM
			Vox Radio Grouop		President /Owner			
			Winchester	Dave	Station Manager		<a href="mailto:winchesterd@v
erizon.net">winchesterd@v erizon.net	
			Lindsay	Richard	News/ Program Director			
Paxton	WSRS-FM 96.1 Clear Channel Worcester					96 Stereo Lane Paxton, MA 01612	(508) 757-9696 Fax: (508) 575- 1779	Adult Contemporary www.wsrns.com See Also: WTAG-AM Local Talk Shows: "Worcester Speaks Out" (Sun 6:30- 6am)
			Volpe	Art	Market Manager		<a href="mailto:artvolpe@clearc
hannel.com">artvolpe@clearc hannel.com	
			Joel	Palmar	Production Director		<a href="mailto:kerrymathieson
@clearchannel.
com">kerrymathieson @clearchannel. com	This email address is the contact for "Worcester Speaks Out" Program

			Holt	Tom	Program Director			
Springfield	WTCC-FM 90.7					One Armory Sq. Springfield, MA 01105-1204	413.781.6628 Fax: 413. 781.3747 Call in PSAs 12pm-5p Mondays musicwtcc@mail.stcc.mass.edu	Variety www.wtccfm.org
			Jekot	Mike	General Manager			
			Leak	Mark	Program Director			
Hartford	WTIC-AM 1080					Fox 61 WTIC TV One Corporate Center Hartford, CT 06103	860-527-6161 Fax: (860) 293-0178 1080talk@cbs.com	Talk www.wtic.com fax press releases
Amherst	WTTT- AM 1150					551 Belchertown Road Amherst, MA 01002	413.256.1009	www.talk1150.com/pages
Pittsfield	WUPE FM 96.0 WUHN-AM 1110		Kratha	Larry	News Director	P.O. Box 1265 Pittsfield, MA 01202-1265	413. 499.3333 Fax: 413. 442.1590 Email PSAs and news to: fun@wupe.com	Country Airtime: Sunrise-Sunset www.wupe.com See Also: WRNX-FM Send PSAs 1 week in advance
			Weiner	Philip A.	President and CEO		pweiner@wupe.com	
			Isby	David	Operations Manager			
			Kratka	Larry	NewsDirector			
			Seseske	Alex	Production Director & Host of Morning Show			
			Holt	Tom	Program			

					Director			
			Moorhouse	Donnie	Assistant Program Manager			
Worcester	WWFX 100.1 FM		Jones	Jay Beau	Operations Manager	Winsor Bldg. 250 Commerical Street Suite 530 5 th floor Worcester, MA 01608	508.770.9964 fax:508.752.1045 fax PSAs	www.radio.findanisp.com
Northampton	WXOJ 103.3 Valley Free Radio Media Education Foundation		Gowler	David		140 Pine Street Florence, Ma 01062	(413) 584-1160 info@valleyfreeradio.org send news and events: newsroom@valleyfreeradiion.org	www.valleyfreeradio.org

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
LOCAL SPANISH RADIO								
West Springfield	WACM-AM 1490		Gois	Tony		34 Sylvan St. West Springfield, MA 01089	413.781.5200 Studio:413.781.5201 Fax: 413.734.2240 Fax PSAs	www.wacm1490.com
Charlestown Lawrence/ Lowell/ Methuen	WLLH AM 1400 Methuen WNNW AM 800					The Schrafft Center 529 Main Street Suite 200 Charlestown, MA 02129	617.242.1800 fax:617.242.0017	www.lamegasepega.com
Holyoke	WSPR-AM 1270		Gois	Paul		195 High St. Holyoke, MA 01040	413. 827.8984 Fax: (413) 734-2270	www.wspr1270.com

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
COLLEGE RADIO								
Springfield	WAIC-FM 91.9					1000 State St. Springfield, MA	413. 205.3941	American International

	American International College					01109		College http://www.aic.edu/pages/325.html www.tonygillshow.com
Amherst	WAMH-FM 89.3		Silverman Lee	Mike Dorothy	Program Director General Manager	Amherst College 1907 Campus Center Amherst, MA 01002-5000	413. 542.2224 wamh@amherst.edu	Adult Alternative www.amherst.edu/~wamh
Holyoke	WCCH-FM 103.5					Holyoke Community College 303 Homestead Ave, Bldg C Holyoke, MA 01040	Request line:617.242.8173 No office number Mail or deliver PSAs	www.wcch.blogspot.com
Boston	WBUR FM					890 Commonwealth Avenue Boston University Charles River Campus, Boston 02215	617.353.0770 fax: 617.353.9380 wburnews@wbur.bu.edu	
Williams	WCFM-FM 91.9		Ain Laura	Adam Specker	General Manager Public Relations	Williams College, Baxter Hall Williamstown, MA 01267-2583	(413) 597-3265 Fax: (413) 597-2259 wcfmbd@wso.williams.edu Adam.S.Ain@williams.edu Laura.E.Specker@williams.edu	Variety http://wcfm.williams.edu No Advertising.
Worcester	WCHC-FM 88.1		Culver Rhoades	Eric Andrew	Advisor Manager	1 College Street, College of Holy Cross Worcester, MA 01610	(508) 793-2475 Fax: (508) 793-2471 wchc@holycross.edu	Modern Alternative Rock/Folk- Jam/Hip- Hop/Hardcore/Punk/Metal http://college.holycross.edu/wchc
North Adams	WJJW FM 91.1					Massachusetts College of Liberal Arts	413.662.5000/5010	http://www.mcla.mass.edu/student_life/radio_station_WJ

						North Adams, MA 01247		JW/ educational, music, news
South Hadley	Hampshire College						planners@yurt. org	
South Hadley	WMHC FM. 91.5		Maldonado	Catherine	General Manager	Mount Holyoke College 50 College St South Hadley, MA 010075	(413) 538-2019 call Tuesdays 4- 5 for PSAs fax:413.538.24 31 cjaldonNOSPAM@mtholyoke.edu	www.mtholyoke.edu/org/wmhc
Amherst	WMUA-FM 91.1					University of Mass, 105 Campus Center Amherst, MA 01003	(413) 545-2876 Fax: (413) 545- 0682 wmua@wmua.org public service announcements : psa@wmua.org	Variety No advertising. Underwriting available. www.wmua.org
			Fisk	Daria Bolton	Advisor Labor/Man agement Workplace Education	University of Mass, 303 Goodell Amherst, MA 01003	(413) 545-1471 dfisk@educ.umass.edu	
Springfield	WNEK-FM 105.1 Western New England College					Western New England College 1215 Wilbraham Road Springfield, MA 01119-2655	(413) 782-1582 request: 413.782.1586 Fax: (413) 796- 2008	Variety This is a student- run station. Air time: 8am- midnight, 10am- 4pm Local Talk Shows: "Issues and Answers" (Tue. 6:30-7:30pm – Troy Dube, Producer)
Northampton	WOZQ-FM 91.9		Stern Hughes	Meredith Heather	Station Manager Public	Smith College Campus Center 1 Chapin Way	(413) 585-4956 mstern@email.smith.edu	http://sophia.smith.edu/org/wozq/

					Relations	Northampton, MA 01063	hhughes@email.smith.edu	
Springfield	WSCB-FM 89.9		Wilson Golden	Shaz Hunger	Manager Program Director	WSCB Radio Station Springfield College 263 Alden Springfield, MA 01109	413.748.3131 Fax:413.748.3153	
Westfield	WSKB-FM 89.5		Green	Krissy	Manager	577 Western Ave. Westfield, MA 01086	.413. 572.5579 fax:413.572.5625 wskbgm@yahoo.com WSKB89_5fm@yahoo.com	http://wskb.tripod.com/
Springfield	WTCC-FM 90.7					WTCC FM STCC Suite 1 P.O. Box 9000 Springfield, MA 01002-9000	(413) 746-9822 Fax: (413) 755.6305 Fax:413.781.3747 musicwtcc@mail.stcc.mass.edu psawtcc@stcc.mass.edu	Variety www.wtccfm.org
Boston *	WZBC FM					Boston College Chestnut Hill, MA 02467	617.552.3510	

Town	Name of Outlet	Department	Last Name	First Name	Title	Address	Email / Phone	Notes
LOCAL TV								
Athol/Orange	Community TV Channel 13		Courville	Carol	Executive Director		978.249.4470 info@aotv13.org	
Berkshires, Southern	Community TV						413.243.8211	
Hadley	Hadley Community TV Channel 5		Trueswell	Richard	TV Access Coordinator		413.584.1203	

Longmeadow	Community TV		Letskovich	Gill			413.567.9397	
Monson and Palmer	Public Access TV						413.283.7373	
Montague	Community TV						413.863.9200	
North Adams	NOBC-TV Channel 15, 17		Putnam	Michael	President	Heritage State Park Bldg 6 Northadams, MA 01247	413-663-9006 413-663-3924 nobctv@bcn.net	www.bcn.net/~nobctv/
Northampton	Community TV Channel 2						413.586.6911 toll free: 1.800.952.2253	
Pittsfield	Community TV		Wassel	Helen	Public Access Coordinato r		413.445.4234 info@pittsfieldt v.org	
Springfield	WGBY-TV, Channel 57 Public TV for Western New England		Roginski	Lynn	Director of Programmi ng and Broadcasti ng Operations	44 Hampden St. Springfield, MA 01003-1286	413. 781.2801 Toll Free: 1.800.781.9249 Fax: (413) 731- 5093 feedback@wgby.org	Programming: "The State We're In" Political Panel Discussion (Sun 10:30am., Mon 2pm - Jim Madigan, Producer), www.wgby.org
			Peotter	Russell J.	General Manager			
Springfield	WGGB-TV, ABC40					ABC40 1300 Liberty St. Springfield, MA 01104-1153	413) 733-4040 Fax: (413) 788- 7640 news40@wggb. com Press Releases: tips@wggb.com assignmentdesk@wggb.com	www.wggb.com
			Westerkamp	Christopher	President and General Manager			

			Tobin	Kathy	News Director		(413) 846-0164 Newsroom: (413) 785-1912 / (413) 733-8840	
Springfield	WWLP-TV, Channel 22 (NBC/CNN)		Pepin Wiernasz	William Mark	Vice President	P.O. Box 2210 Springfield, MA 01102-2210 Shipping: 1 Broadcast Center Chicopee, MA 01013	413.377.2200 ext. 1160 Fax:413.377.2263 News Fax: (413) 377-2261 news@wwlp.com news1@wwlp.com M Wiernasz: markw@wwlp.com	www.wwlp.com Catholic Communications- "Real to Reel TV" Saturday 7pm
			Garreffi	Mike	News Director		(413) 377-1160 news@wwlp.com	News Team: Anchor/Reporter: Lynn Barry; Anchor: Barry Kriger; Anchor/Reporter: Dan Elias
Hartford	WTIC-TV, FOX Channel 61					1 Corporate Center Hartford, CT 06103	860-527-6161 fax: 860-293-0178	Fax press releases
	WMCIPB Western Mass Citizens for Independent Broadcasting						wmcipb@lists.mediaed.org	http://lists.mediaed.org/mailman/listinfo/wmcipb
Hartford	WVIT Channel NBC 30		Duebler	David	President/General Manager	1422 New Britain Ave West Hartford, CT 06110	860.521.3030 Fax:860.521.4860 newstips@nbc30.com	www.nbc30.com/index/html/
Westborough	WCAT		McMina	Mark	Public access Director	3R Summer Street Westborough, MA 01581	508-898-3203 f:508-366-3099 wcatdirector@charter.net	www.wcat11.com

West Hartford	WVIT NBC Channel 30		Lee	Collen	Assignment Editor		860.521.3030 fax: 413. 521.4860	www.nbc30.com
Wilbraham	Public Access TV						413.559.0940	
Easthampton	Community TV Channel 5		Franceschi	Greg	Manager		413.529.1425	

Town	Name of Outlet	Last Name	First Name	Title	Address	Email / Phone	Notes
CABLE TV							
Newton	NEW ENGLAND CABLE NEWS Channel NECN				160 Wells Ave Newton, MA 02459- 3302	(610) 630-5000 Assignment Desk: (617) 630-5025 Fax: (617) 630- 5057 neen@aol.com	www.boston.com/news/necn
Amherst	ACTV Channel 12 Amherst Community TV	D'Errico	Adrian	Production Manager	246 College Street Amherst, MA 01002	(413) 256-1010 Fax: (413) 256- 0038 info@actvamherst.com production@actvamherst.com	www.actvamherst.com
East Longmeadow	Cable Access TV 5	Durant	Ben	Studio Manager		413.525.4220 elcat@eastlongmeadow.org	
Lee	ADELPHIA				20 Silver Street Lee, MA 01238	(413) 243-0676	www.adelphia.com
North Adams	ADELPHIA				224 Hodges Cross Road North Adams, MA 01247-3950	(413) 664-4011 Fax: (413) 663- 9737 Media& PR Inquiries: Erica.stull@adelphi.com	www.adelphia.com
South Lee	Community Television For				P.O. Box 360 South Lee, MA	(413) 243-8211 Fax: (413) 243-	www.ctsbtv.org

	The South Berkshires				01260	8221 info@ctsbtv.org	
		Mcleod	Norman J.	Executive Director			
Wilbraham	WPA Television Wilbraham Public Access				28 Springfield St. Wilbraham, MA 01095	(413) 599-0904 Fax: (413) 596-3950 wpacabletv@aol.com	www.wpatv.org
		Cunningham	Caroline	Executive Director			
Worcester	WCCA-TV, Channel 13				415 Main St. Worcester, MA 01608	(508) 755-1880 Fax: (508) 756-3152 judy@wccatv.org	www.wccatv.org
		DePasquale	Mauro	Executive Director		Ext. 11	
		Foley	Tracy	Programming Admin. Manager		Ext. 10	
Greenfield	GCTV Channel 15	McGuane	Martin	Executive Director	393 Main Street Greenfield, MA 01302	413.774.4288 fax:413.774.6996	www.tv15.org www.gctv.org

How to create a PSA - Public Service Announcement

You can do it!

Local radio and television stations allocate a certain percentage of free-air time throughout the broadcast day to the promotion of local events and services. PSAs are not commercials or profiteering endeavors. They are grassroots announcements. Effective PSAs range from 15-60 seconds long, the more compact, simplistic and direct, the better. Make sure to include the following in your PSA- **WHAT, WHERE, WHEN and WHY**. If the PSA is on the long side, repeat the what, where, and when to ensure that your audience is left with the important details. Make sure that your PSA has a direct message. Do you want the audience to attend an event?, support a cause?, contact legislators?, donate money?, volunteer time? PSAs can be a written paragraph that is emailed or mailed to the PSA department of a radio or television station. Or, you can record your PSA at the station with the assistance of station staff. PSAs can be set to a musical jingle and can incorporate several voices. DJs on local radio stations are required to designate a certain amount of their show time to playing PSAs. PSAs are designated with a code. If you find out what your PSA code is, you can have people call in to request that the PSA is played! Writing/composing a PSA is a simple and effective way of disseminating your grassroots message.

The local ostrich-lovers club is hosting a film and potluck this Friday night in the basement of the public library starting at 6pm, featuring the newly released 'The Amazing Life of an Ostrich' by film director Otis Stridge. Please bring a dish to share, and an interesting fact about ostriches. All ages welcome. Handicapped accessible, childcare provided, ASL interpreter. The local ostrich club has been meeting for 15 years and is seeking new, enthusiastic members. Mark it on your calendar- a film and potluck hosted by the local ostrich-lovers club in the basement of the public library- this Friday at 6pm!

SIXTEEN SUGGESTIONS ON HOW TO GET YOUR MESSAGE OUT NOW!!

1. Call a Speakout Line- several local newspapers have call-in phone lines where you can leave a message or state an opinion without identifying yourself on a designated answering machine. The messages are then printed in a subsequent edition of the newspaper.
2. Write a letter to the editor.
3. Write an editorial on an issue of importance to you.
4. Be a caller on talk radio.
5. Be a guest on talk radio.
6. Take a photo of an event and submit it to the local newspaper.
7. Get involved with your local cable station... get your own show or be a guest on someone else's how.
8. Put the local press on your newsletter mailing list.
9. Make a practice of sending out announcements to the local press.
10. Make yourself an expert: form responses to opposing views.
11. Call a reporter and introduce yourself- ask him or her if she'll meet for coffee and use the opportunity to give an overview of your work, cause, concern.
12. Don't let a holiday pass without getting your two cents in, i.e. Worker's Memorial Day, Martin Luther King Day, anniversaries of events, etc.
13. Visit local newspaper editorial boards-prepare your message and take it to the editors.
14. Create a web page.
15. Go places reporters go.
16. Look for interesting stories.

WRITING AN EFFECTIVE PRESS RELEASE

-Use official letterhead- at the top right, include the name and phone number to contact for information- CONTACT:

-At the top left, indicate a release date—FOR RELEASE IMMEDIATELY-The release date becomes especially important if the press release contains advance information or quotes for an event that hasn't happened yet. In such cases, be more specific... FOR RELEASE: 11 a.m., Wednesday, May 26.

-A headline should grab the reporter's attention. Think about why some newspaper headlines make you want to read further, then write the headline you'd like to see in the paper.

-The lead, or opening paragraph or tow, should answer the archetypal journalistic questions- WHO, WHAT, WHEN, WHERE and WHY, although not necessary in that order. These are the "FIVE W's." Remember them. (Sam Waters, president of the movie club said this past Thursday that the Meadow Brook High School's inability to purchase a new sound system would put a damper on upcoming film screenings)

-Work your way down from there, anticipating what reporters might want to know. (Waters objects to the state cut in funding for public education which is forcing schools to cut funding from extracurricular activities)

-QUOTES- Always include a brief sentence or two that sums up the essence of the release and attribute it to a principal party. Well-written quotes often jump right off the press release and on to the newspaper!

-The last paragraph of every press release essentially should be the same. This is called a boilerplate. It answers the questions that never change, regardless of what you're writing about. These are questions about your organization, group or affiliation: what its purpose is, when it was formed, and how many people it represents if applicable.

-Double-space each page. Type "-30-" or "END" at the bottom of the last page.

-Keep it to one page if you can, don't go over two pages if at all possible. Short is better when it comes to press releases.

Compiled by Sarah Nathan, Communications, Mass AFL-CIO

Tips on Cultivating Relationships with Reporters

- First question- are you on deadline?
- Be prepared- acquaint yourself with the reporter's work before you call, know his or her beat, be familiar with the stories the reporter regularly covers.
- Write it all down on paper; reporters almost always ask for information on paper. Write a background memo or press release before you pick up the phone and fax the memo or release off the minute you hang up.
- Create a fact sheet about your group/organization/event/ect... with specifics about leaders, history, goals, mission statements, current events, ect...
- Start from square one; don't assume a reporter knows anything about the topic.
- Avoid inaccessible language or jargon.
- Think "sound bite"; a reporter is more likely to listen to what you have to say if you present yourself clearly, concisely and quickly. Remember they have a story quota and a deadline to meet by the day's end.
- Don't be discouraged by a new or green reporter; take advantage of the opportunity! Reporters are often transient types, who arrive in a new community with no knowledge of their surroundings. Use the opportunity to present yourself as an established member of the community and create a relationship. It's likely to pay off later when they are looking for a quote or a story idea.
- Don't get discouraged easily. If a reporter doesn't bite on a story idea the first time. Keep trying. It's not likely that the news cycle will always be in your favor.

Letters to the Editor- Improve your chances of getting published

Editors of mainstream publications receive so many letters they are very selective about which they choose to print. *USA Today* receives 1200 per week and prints only 396. *The Boston Globe* prints 50 out of 350-400. *The Washington Post* prints 1 out of every 13 received. Small, local papers are apt to not receive as many and may print a higher percentage.

Write about something you saw in the publication.

Editors look for a reference to an earlier story, letter or editorial item. That reference is essential to give the letter "relevance" in the editor's eyes. (Smaller newspapers receiving fewer letters may make exceptions.) For you, this reference has to become a "hook" or a "peg" to hang your own point on. Your point may be about something the paper didn't cover as long as you can hang it on this "hook", that is relate it to an earlier story.

Make it short and neat (type- don't handwrite, if possible)

All editors stress the need to keep letters short and to the point. They say they want to print many voices. 150 words is maximum for the Boston Globe; 100 or 50 gives you a much better chance of getting published. (An editor may take the time to edit or cut your letter down to size, but will more likely choose a shorter letter on the same point.)

Handwritten letters are usually weeded out as "unusable".

Know the classic form.

First paragraph briefly refers to the article you're commenting on (giving title and date) and states your reaction (your main point.) Second paragraph explains your reaction, giving quotes, facts, statistics, or anecdotes that forcefully support your point. Third paragraph ties it all together. Part one, the reference to a previous article is essential- the rest is flexible. Remember to add your name, address and phone numbers for home and work, since a fact-checker must reach you to verify that you wrote the letter before the letter can be published.

Use humor or tell a personal story.

Editors say letters that use humor or personal stories are irresistible. They like it when you "know exactly what you are talking about" (personal experience or an institutional connection with the subject you are writing about) and are "generous spirited" (not being mean or making ad hominem attacks – willing to concede some points to the opposition.) Here you may be able to use the personal to legitimize the political.

Adapted for an article by Kevin McManus, *The Washington Post*, May 10, 1994, with additions by Sheila Machado and Louise Dunlap.

Op-Eds

An Op-Ed presents an opinion, usually in 650-700 words. Op-eds challenge conventional wisdom or present new evidence for a change in thinking or policy. Op-ed style is active, sparse, with colorful examples and clear facts.

THE BEGINNING: STATEMENT OF OPINION

- Start with a news peg or hook to make the story timely. News pegs must be very current.
- Follow with a brief, clear statement of the problem and a clear statement of your opinion. And/or the solution you're proposing.
- Grab your readers' attention. Why is this issue important?

THE MIDDLE: ELABORATION

- Document your position tightly and succinctly.

- Use dashes or bullets to cite concrete examples.
 - Make numbers easy to grasp.
 - Label players clearly.
- List reasons to follow your proposal.
 - Present the best case for the opposing view and trounce it.
 - Provide at least one memorable quote/sound bite for a “blow-up” or “pull” quote.

THE END: SUMMARY

- Revisit your main points.
- Summarize your recommendations with an either/ or choice.

OTHER HELP

- Many publications will provide guidelines which specify their format.
- Don’t footnote, but provide documentation on a separate attachment.
- Include a 1-2 sentence biography which locates you as an authority on this issue.

SUGGESTED FLYERING LOCATIONS:

Town/City Centers

Laundry Mats

Local Businesses- store windows or store counters

Teen Centers

Community Centers

Senior Centers

Farmer’s Markets

Local Markets

Grocery Market Bulletin Boards

Local Business’ windows with permission

Book Stores

Copy Shops

Collectives

Town halls

Parking lots of plazas

Entryways of shopping plazas

Telephone poles- note ordinances

Religious/Spiritual Centers

Bulletin boards

Highschools

Neighborhood- door to door

Community Organization offices

Send a delegate to local community events and hand out flyers to the crowd.

College Campuses:

Amherst:

UMass Amherst

Amherst College

Hampshire College

Greenfield:

GCC

Hadley:

Mt. Holyoke College

Holyoke:

HCC

Northampton:

Smith College

Springfield:

American International College- Springfield

STCC

Springfield College

Westfield:

Westfield College

Williamstown:

Williams College

Dining Halls, campus centers, libraries, bulletin boards, campus bus stops and buildings, dorms

Consider coalitions with existing student groups that will flyer the campus

More that we've missed...