

Dear Sir/Madam

My name is Nigel Burton and I am the new editor of The Bradford Telegraph & Argus. I am writing to let you know about an exciting new initiative we are about to launch - the T&A community news network.

One of my priorities as editor is to include more local news and events in the pages of the T&A. However, even with the largest team of journalists dedicated to the West Yorkshire patch of any newspaper we can only do so much.

I am convinced there are dozens of sports and social clubs, professional organisations, church groups and communities across the district who have news-worthy information and that's where the community news network comes in.

We plan to set up a social group – both on-line and in the newspaper – to help clubs, societies and organisations get their seen by thousands of readers, and I hope you will join in.

If your organisation already has a publicity officer that's great, but if it doesn't there's no need to worry. Perhaps you have wanted to get news about your organisation into the paper or online but didn't know how to go about it? Maybe you didn't know who to call, or perhaps you were unsure how to create a press release to get yourselves noticed? Not any longer.

We will provide free training for members of the community news network to help them craft perfect press releases and write pithy, interesting and informative news about their organisations and communities. Members will have a dedicated email address to send us their reports – a direct pipeline into the T&A's news room that guarantees their stories will get top priority.

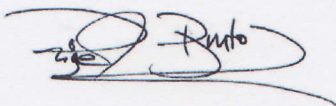
I want the network to feel welcoming and helpful so we are setting up a Facebook group where members can pitch ideas, discuss their plans and ask questions of our journalists.

We are also planning to add a regular feature to the paper that will profile clubs, societies and organisations that are part of the community news network – free exposure that could be invaluable for attracting new members. And if you need funding for a project or good cause we will publicise your efforts.

The community news network will launch on Monday, October 9, with a get-together at the T&A's head office in Drake Street starting at 6.30pm when I will be available to answer any questions you may have.

I hope to see you there.

Nigel



Nigel Burton – Group Editor, Bradford Telegraph & Argus.