

MEDIA OUTLETS IN FROME

Media Outlet	Demographic	Reach	Stories suitable	Effectiveness
Frome Times	Mixed, active participants in Frome life, families and 'old' Frome	13,400 copies, read by 39,000. Free paper	Mixed positive local interest news	Very effective to reach audience, Largest reach in thr town. Very positive relationship built with the journalists, Front page news secured on a regular basis, great potential to develop into a front page story each issue. Agreement to use their FB to promote news stories and links to FTC Website.
Frome Standard	Mixed, active participants in Frome life, families and 'old' Frome	12,000 copies read by 38,000 Paid for media	Mixed local interest news, more 'NEWS' focused than the FT	Effective to reach audience, Very positive relationship with the local journalist established. More investigative journalism, agreement to utilise stories on their news blog and paper, so we can cover more angles. Discussion to be had re FB.
Frome FM		Not measured although approx no more than 1000 regular listeners	Provision of people for interviews and ongoing news features - local interest and personal angles - may be looking for a financial contribution. They are keen to explore FTC having their own show - could certainly look at a monthly interview	Positive relationship moving forwards, potential to have complete control over the messages we promote and stories we engage with, ie own show. Small numbers so we need to be assured that we do not spend too much time on the 'show' or story feed to them. Starting Frome FM Youth - So potential to reach new audiences in the future.
Medical Centre Screen		Over 20000 monthly, by far the biggest reach in Frome	Very short news soundbites, limited space available and excellent for reporting summary news and events	Have worked on a few key stories with us, discussions are taking place regarding a regular news feed and FTC branded news section - looking positive so far, needs consolidating and agreement in place this month. Key to reach a wider demographic and people not currently engaging.
Facebook		Unlimited potential. By utilising various groups within FB we are able to reach numerous demographic groups and large audiences.	Depends on the group posting the story. FTC general news and other groups should have the story made applicable for them	Key at reaching specific audiences which do not engage in Frome. Conversation based, self regulation and debate encourgaed, really positive headway being made. Closer management required on the effectiveness of stories posted at different times of the day/week, for maximum interaction.

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Outlet Name	Target Audience	Notes	Media Outlets	Comments
Frome People		4900 Monthly regular users	Self regulating, local informal and chatty in style Questionnaires, calls to immediate action, profiling and research - Need to manage directly for the best result. Are very keen to engage.	Agreement to feature our stories on their email news mailout, which goes to their entire database. Great for extended local news and personal/human interest stories. Perfect to reach this audience, great 'buy in' from the college. This needs to be managed closely through a closer working relationship with key staff and for key events, running stalls/presentations and seminars with students.
Frome College	Young college students		2000	
Key Centre	Mothers and young families		200	Stories directly affecting the families, poster campaigns, short news leaflets and immediate engagement, very keen to be involved, needs closer management Stories directly affecting the families, information centre pick up point.
Frome Library	Mothers and young families		600	Really effective to reach key audience, but requires close management and a relationship with key staff should be secured, having their 'buy in' will ensure that key stories, newsletters, questionnaires will be promoted. Only effective for stories directly effecting this demographic. News 'pick up' point and hub for engaging with the public of Frome.
Frome Train Station	Commuters, business personnel	Waiting for accurate figures		Short news features, newsletters and posters with a call to action Short news features, newsletters and posters with a call to action
Leisure Centre	Families, young parents and young professionals	Waiting for accurate figures		Posters, news pick up/flyers and questionnaires - could work for a newsletter too Posters, news pick up/flyers and questionnaires - could work for a newsletter too
Frome Football Club	Mixed demographic males	Waiting for accurate figures		Questionnaires, posters and quick news features with an immediate call to action. Or stories specifically relevant to audience - grant stories etc Close management to ensure engagement - only relatable stories, could work promoting stories within their FB/Newsletters
Frome Conservative Club	Frome Old boys		100	Questionnaires, posters and quick news features with an immediate call to action. Or stories specifically relevant to audience - grant stories etc Close management to ensure engagement - only relatable stories, could work promoting stories within their newsletters

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Notice Boards	TBC	TBC	TBC	TBC
YMCA	Young people of Frome, challenging demographic and in need of support	TBC	Anything relatable, all news stories could be written with demographic in mind	Positive discussions regarding running 'table meetings' - needs close management
The Breeze	Old Frome' local people - man in the warehouse, factory workers and people at home during the day	Waiting for breakdown specifically from Frome	All 'news' stories	Positive initial discussions, managed on a story by story basis, have covered two news items so far
BBC Somerset	Totally mixed demographic although plus 28. During mid morning their listeners are older so like health and well being stories - 40 plus	Waiting for breakdown specifically from Frome	All 'news' stories. Plus human interest for the mid morning show esp anything 'quirky' - sending advance feature list through monthly. Jack.morley@bbc.co.uk. Ross.pollard@bbc.co.uk and somerset@bbc.co.uk	Agreement on the types of stories that work - forward feature list supplied and call through booked to progress on monthly basis.
Twitter	TBD	TBD	TBD	TBD
Parent/Toddler Group centres	Mothers	4000 Plus	Stories directly affecting the families, poster campaigns, short news leaflets and immediate engagement	
Churches	Mixed families and older demographic	Waiting for accurate figures	Positive local news, options to appear in Church newsletters with a 'local story' element. Short succinct news	
FTC Website	TBD with new website	TBD with new website	TBD with new website	
School Newsletters				
Others to look at:				
Cafes in town				
Cheese and Grain				
Whats on Guides?				
Look at other colleges/school				
Supermarket notice boards				