

Features and Articles for Frome Town Council

Story	Date submitted	Date approved	Media Covered	Publication Date	Feedback/Extra Info	Demographic	Reach
Jenson Christmas Story	13/12/2013	16/12/2013	Frome Standard Facebook - Whats on Frome Media Screen - Medical Practice Frome Times Facebook Seeding - internal Spotted in Frome Frome People	19/12/2013	Was included in print, online and on FB	Worked really well across mixed demographic, on the whole worked really well with the 18 - 25 youth.	38000
				21/12/2013	Included as a post pre Christmas		789
				22/12/2013	On a loop for 4 weeks		15000
				02/01/2014	Feature story, second page		13400
				23/12/2013	Spread across 10 groups, reposted over 358 times		25000 plus
22/12/2013	Widely commented and shared, over 150 times	Potentially over 30000					
16/12/2013	Home Page	24,000					
Frome Grants	16/12/2014	16/12/2013	Frome Standard Frome Times Frome People Frome FM	26/12/2013	Featured in print and online	Across demographic	38000
				02/01/2014	Featured online and in print		13,400
				02/01/2013	On their weekly newsletter mailout		15,000
				06-Jan	News Feature		3000
Participate Frome	15/12/2013	16/12/2013	Frome Standard Frome Times Frome People	19/12/2013	Featured in print and online	ABC1 Frome	38000
				02/01/2014	Featured in print Home page 1 day/Lead story on their mailout, great feedback		13400
				16/12/2013	online of the story		24000
End of Year Frome Round Up	17/12/2012	09/01/2014	Frome Times	14/01/2014	Featured in Print on FB - Positive reflection on all the hard work done by FTC this year	Across demographic - 30+	13400
Jenson Stats	08/01/2014	09/01/2014	Facebook Frome Times Frome Standard Frome People	09/01/2014	compensation voiced by many.	Across demographic Across demographic 25+ 40+ traditional Frome 35+ media savvy, new Frome residents	
				14/01/2014	On website/FB and in print Major news story, featured online and in print. Opened debate on costs		13400
				09/01/2014			38000
				14/01/2014	Mail Out news feature		15,000
Jenson Costs	09/01/2014		Frome Standard Facebook	10/01/2014	Online FB and website - shared across all FB and social media to a very positive response Great level of interaction - young people, typically non engagers very positive about the spend by FTC. Shared on	Across demographic Young people and non engagers	38000
				14-Jan	Spotted Frome and several other FB pages		
Saxonvale Questionnaire	08/01/2014	09/01/2014	Frome Standard	16/01/2014	Great support from the Standard, main news feature and full story coverage	ABC1 Engaged Frome resident	38000

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			FB Group engagement	15/01/2014	Spotted in Frome, really positive result and numerous shares	Hard to reach demographics and working class groups, starting dialogue and conversation on FB	
			Public domain/distribution Frome Times	14/01/2014	Worked on the questionnaire distribution sites - engaged with local community and agreed places to actively promote the questionnaire. Engaged with key groups in FB as part of the roll out, distributed info and links to questionnaire wide Front Page News!	Targeted distribution to reach all key demographics in Frome inc working class/mothers and toddlers/old boys and young college attendees	13400
			Frome People	15/01/2014	Featured in their regular e news shot	Traditional Frome 40+ Media savvy, 30+ residents	15,000
Saxonvale Meeting	14/01/2014	14/01/2014	Frome Standard	16/01/2014	Main news feature included online	ABC1 Engaged Frome resident	38000
			Frome People	14/01/2014	Front page news!	Hard to reach demographics and working class groups, starting dialogue and conversation on FB	13400
			Facebook	15/01/2014	Seeded and shared across 10 FB groups, Fantastic response to questionnaire, shared across several groups and pages	New Frome 30+ Media savvy, 30+ residents	15,000
			Frome People	15/01/2014	Front Page news story - main feature		
Youth Report	14/01/2014	21/01/2014	Frome Standard		Main feature Story	Across demographic	38000
			Frome Times	28/01/2014	Main feature story, included on FB news and Website	Across demographic inc Young residents	13400
			Frome People	29/01/2014	Front page news	Media savvy, 30+ residents	24000
			Facebook	28/01/2014	Shared and received numerous comments and feedback. Shared on 5 FB groups	Totally mixed, 2 demographic groups 45+ and 17 - 25	
Saxonvale Meeting	24/01/2014	24/01/2014	Frome Times	28/01/2014	Front page news. Featured online and FB	40+ traditional frome	13400
			Frome People	28/01/2014	Mailout, major news story	Media savvy, 30+ Mixed - New to Frome, ABC1	15,000
			Frome FM		Topical news covered throughout broadcasting	Engaged New Frome 35+	3000
			Facebook	26/01/2014	Viewed over 1000 times		
Day in The Life - Outside Servic	23/01/2014	23/01/2014	Frome Times	26/01/2014	Online and FB	Creative new Frome 35+	13400
			Frome People	28/01/2014	Email mailout	Media savvy, 30+ Across demographic - Mainly new Frome 35+	15,000
			Frome Standard	28/01/2014	FB/Online and this issue	Rewritten for alternative media	38000

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			Facebook	28/01/2014	Shared numerous times	Across demographic - Mainly new/engaged Frome 35+ Rewritten for alternative media	1500
New Road Surface	28/01/2014		Postponed til Friday 14th - Patrick /FTC				
Credit Union	11/02/2014	14/02/2014	Frome Times	26/02/2014	Front page paragraph/FB/Website	30+	13400
			Frome Standard		Main news feature	Mixed demographic, Non engaged Frome	38000
			Medical Screen		News feature	Totally mixed demographic	
			BBC local news		18-Feb Interview and news feature	45+ traditional Frome	Waiting for accurate figures
			Fbook	24/02/2014	Shared 7 times	Non engaging Frome,	3000+
			Frome People	26/02/2014	Email news letter. 10 comments	mixed demographic 35+ New Frome	15,000
			The Breeze		25-Feb News feature	35+ Old traditional Frome	Waiting for accurate figures
Apprentice Story			Written/On hold				
Showfield Story	28/01/2014		Frome Times	26/02/2014	Front Page main feature story	Across demographic - Mainly traditional Frome 35+	13400
			Frome Standard	Various	3 part news feature - coveredas front page news/main feature news	Across demographic - Mainly new/engaged Frome 35+	38000
			Facebook	26/02/2014	Shared and commented across FB user profiles	Across demographic - Mainly new/engaged Frome 35+	
			BBC	28/02/2014	News feature - afternoon	45+	
The Dippy	18.02.14	25/02/2014	Frome Times	13/03/2014	Main news feature	Traditional Frome	13400
			Frome Standard	06/03/2014	Main news feature	Mixed demographic Young demographic	38000
			Facebook		main news feature	20+	2000
			Medical Screen			Mixed demographic	15000
			Frome People	08/03/2014	Email news feature		
Neighbourhood Plan		On hold	Frome Times				13400
			Frome Standard				38000
			Frome FM				3000
			Facebook				
Food Banks			Frome Times				13400
			Frome Standard				38000
			Frome FM				3000

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Facebook
Medical Screen
BBC

Grants story	04/02/2014	14/02/2014	Frome Times	13/03/2014	Large picture story, main feature on FB inc website	13400
Palmer Street	11/03/2014	On hold				
Rodden Meadow	11/03/2014	12/03/2014				
Walking/Cycling	11-Mar					
Youth Worker	11-Mar					