

The Link makes the right connections

Gina Dennis joined The Link six months ago. She describes what she has found

I write and research for an average of ten hours a week, though most of this happens in the two weeks before our deadline. Stories come to me in a number of ways. We receive many press releases and letters, which I follow up. Sometimes people telephone me with an issue or some news.

I'm always keen to hear from Link readers if there is something they think should be publicised or if they have a story to tell - but please remember that my deadline is usually around the 12th of the month for the following edition. I also contact many organisations and groups on a regular basis for their news.

Highlights of my first six months include interviewing the Thompson triplets for the July edition, working on the mental health feature for November and the privilege of being the first reporter to get a guided tour of the new Swindon Foyer Project in October.



I meet and speak to so many interesting people it is difficult to pick out only a few examples.

One thing that has struck me is the degree to which The Link manages to live up to its name.

Whether through its pages or by making connections between people in the course of our work, very often we seem to bring individuals or groups together in a way which makes things happen. Coming from a background of community work, I gain much job satisfaction this way. I really appreciate it when people come back to me to let me know that there has been a positive response to an article.

You can contact me by post through the Link office, by telephone on 849518 or by e mail at gina.dennis@usa.net. I look forward to hearing from you.

Gina also prepares materials to appear on the swindonlink internet site: www.swindonlink.com

Jenni helps business get results

Jenni Fowler has been selling The Link's advertising for eighteen months.

During this time, she has seen the magazine grow from an average of 32 pages a month to between 40 and 48. As she has brought in more advertisers, so the editorial content has been increased to match, maintaining a ratio of around 55% advertising to 45% editorial.

"As a Link reader, I feel the magazine provides an excellent community resource," says Jenni. "It's informative, attractive, local and interesting. People really do read it and keep it throughout the month - we hear this regularly from our readers and advertisers."

"From my advertising sales point of view, I believe it offers our customers a good, secure platform from which to promote themselves."

She is delighted by increasing feedback from her clients that they are getting enquiries through The



Salesperson Jenni Fowler

Link from the town centre and other districts in and around Swindon, not within its main distribution area.

Having lived in West Swindon for 17 years, Jenni remembers distributing some of the early newsletter editions as a volunteer in the Ramleaze area. Since then she has developed a successful sales career in advertising and marketing. But she describes working for The Link as 'the best move I ever made.'

She is particularly pleased at how well she has been able to combine her work with raising son Conor, born in May - typical, she says, of The Link's 'family approach'.

Her relationship with advertisers is similarly based on personal concern and integrity. She is delighted that many now make a point of reading the magazine, even though they are not West or North Swindon based, and value its content as well as its advertising potential.

With 20 years behind it, Jenni sees The Link going from strength to strength.

In the north

Tanya Parkinson from Abbey Meads is the contact person for the Haydon Wick and North Swindon area.



"Since I started with The Link in May, I have found people use the magazine as a useful and convenient reference point and keep it from one month to the next," said mother of two Tanya.

Tanya is always interested to hear from people in North Swindon. Telephone 705105.

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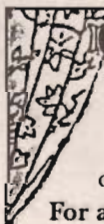
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