

Joining the SIGBI Mediabank

Media Proformas were produced in order that, should the opportunity arise for SIGBI to comment on, or take part in discussion on, an issue pertinent to the organisation, members with knowledge of specific topics could be contacted efficiently and quickly.

This would ensure that SIGBI had a 'voice' within interviews or discussions being run by local or national radio or television media, thus promoting the organisation and the issues and topics of importance to it.

Joining the Mediabank, if only to specify one topic on which a member would be willing to be contacted, could make a tremendous difference to the promotion of the organisation.

The Media Proformas are available from Federation Councillors or on the PR, Marketing and Development page of the Members Only area of the SIGBI website.

