



Franklin eLocal hits its century! 100 editions of Franklin eLocal

Franklin eLocal magazine had its beginnings five years ago, with AdBonanza, delivered free to 34,000 homes throughout Franklin. The publication broke new ground, introducing a revolutionary new way for advertisers to get their message out for minimal cost. Advertisers entered their classifieds online via a website and phone interface. Then the whole production was printed and delivered free to homes and business - AdBonanza utilised the web, interrelated with Google and other major search engines – the same interfacing currently used to such great effect by Franklin eLocal magazine.

“This created a publishing mechanism that gave advertisers far greater exposure,” says Editor Mykeljon Winckel. “We initially published 52 weekly editions and cornered the local market to a point where very few classifieds appeared in other local publications. During the development process of AdBonanza, we asked people what they really wanted in a publication. They said: ‘really good stories, something to read about, rather than a whole bunch of classifieds and advertisements.’

“We took their suggestions to heart and AdBonanza was re-launched as Franklin eLocal – a monthly, glossy magazine, focusing on bringing high energy, exclusive stories to readers with top quality paper and printing. The name eLocal comes from ‘e’ for ‘everything’ and ‘e’ for ‘electronic (web)’ – ‘everything local.’

“The result is a publication with extended ‘shelf life,’ a magazine that will be kept on coffee tables and in waiting rooms around the district for months – sometimes years. This keeps advertisers in the public eye for an extended time, instead of just hours offered by other local newspaper publications. A new standard of journalism and in-depth exclusive articles often saw editions of the magazine running out completely, as readers avidly sought extra copies to keep and to send to friends and family far and wide. Web hits jumped from just over 3 million at the beginning of 2009 to close to 4 million currently. The word is out there and people are keen to read it...”

“Franklin eLocal broke more new ground at the end of last year, with the publication of the Franklin eLocal Yearbook, featuring some of the outstanding articles published and new, unpublished stories. Again, our advertisers benefited, with their businesses highlighted in an attractive, quality bound hard cover book. Local museum societies and the library were quick to snatch up copies for their archives, describing it as the best reflection of life in Franklin they have encountered. They encouraged us to do it again, every year, and to keep up the good work with the magazine.

“Franklin eLocal relies on our local business to support the magazine and in partnership, we will go on producing a unique publication that Franklin can be proud of.”

Mykeljon Winckel
Editor



‘For Megan’s Sake...’ Community opens its heart

The Franklin community has been both touched and horrified by the plight of the Felton family after reading Megan Felton’s story in the last (June) issue of Franklin eLocal. Mike and Jackie Felton have been blown away by the community response as people rally around them. Their story made Close Up on TV One and was the subject of much debate on

talkback radio, reflecting New Zealanders’ horror that the ‘system’ could so badly let this family down. A bank account has been setup for donations for Megan’s care and medical expenses: Miss M J Felton BNZ Pukekohe 02-0404-0038195-066

Well known real estate consultant and Rotarian Sharon England has offered to coordinate assistance for the Feltons, to ensure they receive what is needed and to take the pressure from Mike and Jackie. “A website www.formeganssake.co.nz is under construction and will be live soon,” says Sharon. “Immediate help is welcomed through petrol vouchers to help with the expense of getting Megan to rehabilitation in Auckland and through Pak n’ Save vouchers. Both Megan and Enya are still in nappies and Megan is dairy intolerant, so this means additional expense - grocery vouchers help. Another way people can help the Feltons over winter is to make donation cheques out to Mercury Energy, so they can keep their home warm. At present they are all sleeping in one room and have just one donated king sized single bed. They sold all their furniture and most of their clothes to pay for Megan’s needs.”

Melissa Sattler (formerly Ratu) has stepped in to organise a meal roster, to supply an evening meal to the Feltons from Monday to Friday. The 24 hour demands of caring for Megan often leave Jackie and Mike too exhausted to cook and eat. “With a good response, people will need to supply a meal only once every six weeks,” Melissa says.

Sharon and Melissa are organising a major fundraising event for Megan – watch Franklin eLocal for more details. Every contribution, no matter how small, helps the community backing for the family and is very welcome. Sharon may be contacted on 09 236 4182 or 0272 931 668, email sharon.england@ihug.co.nz Melissa: 09 239 1556.

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