



2nd October 2007

'Newsworthy'

134 (Bedford) Squadron was surprised to learn it had just won two top accolades in a national Air Cadet competition. Winning the trophies was especially unexpected as the awards were announced for the first time at a conference with Corps, Regional and Wing Communications staff at RAF Cranwell this weekend.

Bedford Squadron was pleased to learn that the two awards they have been honoured with were "Best Squadron Website" and "Best Squadron Media & Communications Officer". The winners were announced by Air Commodore Gordon Moulds MBE RAF, Commandant Air Cadets.

Staff from Headquarters Air Cadets trawled through every squadron website, to produce a shortlist of websites for the competition. This shortlist was then put forward to the Air Cadet Organisation webmaster, Russell Neilson for judging. The elements that were used to judge the competition included information content, how up to date they were & website design.

The process for choosing the winning Squadron Media Communications Officer was a similar process, staff from the Headquarters Media Communications Department worked with the editor of the Air Cadet Magazine to look at past performance of press releases and media coverage gained by each squadron.

Squadron Media Communications officer Chris Wiggins said "All Staff and Cadets at 134 (Bedford) Squadron understand the importance of our relationship with the media. It is a critical part of our public image. We work hard as a team to try to maximise our press coverage."

Flight Lieutenant Mark Robinson, Officer Commanding, 134 (Bedford) Squadron said: "Our website is used to help keep our current cadets fully up to date with the day to day goings on at the squadron, and as a vital recruiting platform for our squadron as well as helping to promote the squadron to people and companies that could be looking to donate funds or services to the squadron.

134 (Bedford) Squadron's website - www.134.org.uk has been built up over several years, using content provided by all the staff and many of the cadets. Rarely a week goes by without new content being added. There are also new designs currently under review, which when finalised, will give the website a fresh new look.

Bedford Squadron is currently recruiting new cadets and staff members, if you are interested please contact www.134.org.uk and get in touch with us.

