

Tips for Developing a Media List

An up-to-date media list – complete with contact information, deadlines, as well as paid and/or free advertising information – will contribute to ease, efficiency and the overall effectiveness of your media relations strategies. Developing a media list can be time-consuming up front, but the investment will pay dividends when you know exactly which reporter(s) or editor(s) to address your news release or media packet to.

Several resources are available to assist you in developing a media list, including businesses that actually sell a customized media list. However, the bottom line is that even if you choose to buy your list, additional time will need to be invested to verify the information included, particularly reporter and editor names. Moderate and large sized newspapers, radio and television station reporters can change the topic (or “beat”) they investigate/write about up to several times a year. Reporters will not necessarily forward your information onto the correct reporter. This document contains some basic tips, resources and suggestions for creating an accurate, up-to-date radio/television/newspaper media list.

KNOW WHAT INFORMATION YOU NEED.

Media lists typically include the contact the information listed below. Consider using the “Media List Template” included in the Promotion Toolkit to organize the information you gather.

Publication/Organization Name

Media Type (radio / television / newspaper)

Distribution (number and target of distribution, such as 100,000 to subscribers in the greater Portland, Oregon area; or 40,000 distributed in over 100 venues in Portland, Salem and Eugene, Oregon).

Publishes: (identify how often the media is published – daily, weekly, monthly)

Audience (mainstream, alternative, a particular topic or geographic area)

Contact Name (this could be a main editor or reporter on a specific beat; you may choose to include several reporters – listed by the beat they report on.)

Address / City / State / Zip

Phone / Fax / Alternative Phone

Email / Website

Advertising / Event listing information (record main guidelines such as deadlines, contact info, pricing)

Article / News Release information (if the publication accepts articles from non-staff, record submission guidelines and contact info. Also record requested guidelines for submitting news releases, particularly

ONLINE RESOURCES.

- LIST THAT ONE WEBSITE

RESOURCES FOR PURCHASING A MEDIA LIST.

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