

Ch. 7

Media Lists

Karrington Bradley
PR Writing

Media Lists definition

Sometimes called a “press list” or
“media contact list”

Compilations of data about the news media that cover an organization’s or a person’s industry or field or topics that concern or affect the organization.

What is the Purpose?

To provide an easy way for an organization's media relations specialists to reach those who deliver news and information to regular audiences, usually the news media.

The media relations specialist will **pitch**—offer or suggest—a story or provide information to a journalist who is working on a story.

MEDIA RELEASE

18 August 2011



BELCONNEN ARTS CENTRE

ABN: 63254459205
118 Emu Bank BELCONNEN ACT
PO Box 183 BELCONNEN ACT 2617
Phone: 02 6173 3300
Fax: 02 6173 3301
info@belconnenartscentre.com.au
www.belconnenartscentre.com.au

Contemporary Dance with an Egyptian Essence

Hilal Dance will present workshops and performance for Canberra audiences.



Date 12th September 2018

Media Release

**Child care centre receives praise for pioneering new
inclusive initiatives**

Notes to media:

The Inclusion in Practice Workshop is being held in Karratha on Thursday 13th September and has been organised by the WA Inclusion Agency. The workshops also feature leading education expert Rhonda Livingstone.

Kate's mother Estelle Hill is available to talk to the media.

For more information contact Sally Grandy, Communications Officer at One Tree Community Services on (08) 6557 4422 or Sally.Grandy@onetree.org.au.

What's Included in a Media List?

- Name of news outlet, media publication or blog site
- Website URL
- Journalist name
- Job title
- Email address
- Phone number (optional)
- Subjects covered or "beats"
- Notes

Best Foodie European Tours

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 11 B I S A

fx Conversation Starter

	A	B	C	D	E	F	G	H
1	Publication/Blog Name	Website Link	Blogger/Journalist Name	Designation	Email	Recent Article	Topic Title	Conversation Starter
2	TheKnot	https://www.theknot.com/	Karen Gillan	Writer	karen@theknot.com	https://www.theknot.com/content/best-foodie-honeymoon-destinations	Foodie Honeymoons	Many typos/spelling errors in the post
3	Brides.com	https://www.brides.com/	Kathryn Romeyn	Special Correspondent	Kromeyn@brides.com	https://www.brides.com/story/foodie-honeymoon-ideas	Foodie Honeymoons	
4	VenueLust	https://venuelust.com/	Suzy Guese	Blogger	suzy@gmail.com	https://venuelust.com/post/unique-honeymoon-destinations-for-foodies/	Foodie Honeymoons	Outdated links
5								
6	FlipKey	https://www.flipkey.com/	no author name	-	-	https://www.flipkey.com/trip-ideas/wine-trips/	Wine Experiences Worth Travelling For	
7	ThePointsGuy	https://thepointsguy.com/	Lori Zaino	Senior Writer	lori@thepointsguy.com	https://thepointsguy.com/2014/11/a-guide-to-wine-tasting-through-spains-rioja-region/	Wine Experiences Worth Travelling For	

AutoSave OFF

Class-PR Media List Template

Home Insert Draw Page Layout Formulas Data Review View

Normal Page Break Preview Page Layout Custom Views

✓ Ruler ✓ Formula Bar Zoom 150% Zoom to Selection

✓ Gridlines ✓ Headings Zoom to 100% Zoom to Selection

New Window Arrange All Freeze Panes Freeze Top Row Freeze First Column Split Hide Unhide Switch Windows View Record Use Relative Macros Macro References

G5

	A	B	C	D	E	F
1	PUBLICATION	WEBSITE	REPORTER NAME	JOB TITLE	EMAIL	PHONE NUMBER
2						
3	WEDDINGS FOR YOU	www.weddingsforyou.com	Katrina Groom	News Editor	Karina@weddingsforyou.com	0203 445 7890
4						
5	BEAUTY MATTERS	www.beautymatters.co.uk	Janine Branning	Beauty Editor	Janine@beautymatters.co.uk	01508 3458776
6						
7						
8						
9						

Example

Each One Teach One *National Media List*

- ❶ ORGANIZATION: Media outlet.
- ❷ NAME: Contact person.
- ❸ TITLE: Position of contact person.
- ❹ ADDRESS: Location and/or mailing address.
- ❺ PHONE: Direct telephone number of media contact.
- ❻ EMAIL: Personal email address of media contact.

❶	❷	❸	❹	❺	❻
ORGANIZATION	NAME	TITLE	ADDRESS	PHONE	EMAIL
PRINT					
DC Today	Bob Hamil	National News Editor	120 DC Way Washington DC 20071	202-555-1231	hamil@DC2Day.com
Capitol Post	Georgia Scott	News Editor	36 North Deer Road Washington DC 20002	202-555-1255	scott@times.com
New York Standard	Diane Banding	National News Editor	555 West Park New York, NY 10036	212-555-1266	Band@stand.com
New Yorker Gazette	Mark Crowing	News Editor	1 Power Place New York, NY 10036	212-555-1277	crow@gazette.org
LA Post	Jennifer Noeler	News Director	55 Rampling Way Los Angeles, CA 90012	213-555-1299	jenn@lapost.com
National Times	Cecily Joel	News Director	10 Bethesda Drive Bethesda, Maryland 20814	301-555-9999	joel@nation.org
TELEVISION					
TBC	David Amster	News Director	1 West Park New York, NY 10036	212-555-0099	amster@tbc.org
ABS-TV	Brian Davids	News Director	123 New York Street New York, NY 20030	212-555-5111	Davids@ABS.org
NTV-News	Margie Allen	News Director	125 Power Place New York, NY 10036	212-555-0522	Alans@ntv.org
BNN-News	Bradley Frazin	News Director	30 News Place Tucker, GA 30084	770-555-2707	Fraz@BNN.com
RADIO					
CP News Wire	Norman Harris	National News Director	1 Capitol Place Washington, DC 20001	202-555-0735	Harris@CP.com
APR-Radio	Mike Murphey	News Director	55 DC Station Washington, DC 20018	202-555-0491	murphey@apr.org

Steps to Make Media List

- Define your target audience
- Identify journalists and media outlets
- Decide on a list or format
- Begin adding contact information
- Keep media list up-to-date

How they help vs Pitfalls

Pros:

- Ensures story an organization wants to tell will reach proper audiences
- Increased visibility for organization
- Controlled positive publicity

Cons:

- Inaccuracy will lead to wasted media kits and no publicity
- Ineffective media lists will cost reputation and revenue

Did they work?

Ways to measure success:

- Emails and faxes are being received from media contacts
- Stories sent out properly disseminated the message
- Journalists reaching out for more information

Blogging

Search Engine Optimization



Search google

i'm feeling lucky

Organizing
MOMS
REALISTIC. EASY. LESS STRESS. LESS MESS.



HOW TO ORGANIZE YOUR HOME

DECLUTTERING

ROUTINES

TIME MANAGEMENT TIPS

MENU PLANNING

FREE ORGANIZING PRINTABLES LIBRARY

FREE 10-Minute Tasks to Help
You Declutter & Organize!

REALISTIC. EASY.
10-Minute Tasks
TO HELP YOU DECLUTTER & ORGANIZE



New Arrivals.
New Possibilities.



Shorten Your To-Dos by Automating Household
Tasks



Home Management Tips to Make Your Life Easier

KEEP READING...