

How to Prepare a Media List

If you don't already have a list of area media to whom you distribute press materials, creating a list will make your distribution process much easier. Maintaining an up-to-date media list also will help you develop relationships with journalists who report on domestic violence.

Building Your List

You can build a media list by supplementing the list of reporters, producers and editors you already know with a day or two of telephone calls to ensure that your list is comprehensive. Your media list should include:

1

Broadcast (television, cable television, radio)

- a. Talk or public affairs show producers, bookers (the people who book guests on the program) and hosts
- b. Television news assignment editors, reporters and producers
- c. Radio news directors, assignment editors, reporters and public service directors

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Print (newspapers, magazines and wire services)

- a. Wire service bureau chiefs, assignment editors and reporters
- b. Newspaper editorial page editors, op-ed page editors, health editors and reporters, columnists who write on women's issues, calendar column editors and any reporter who has written about domestic violence, public safety, health care, criminal justice, etc. in the past
- c. Local magazine editors, editors-at-large, and reporters
- d. Managing editors at community, ethnic, foreign language, colleges/universities, alternative, LGBTQ, seniors' newspapers

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Internet (websites and electronic newsletters)

- a. Website content editors or web masters and reporters
- b. Newsletter editors, reporters and publishers
- c. Bloggers

Updating Your List

Reporters, editors and producers change jobs and beats (areas they cover) frequently. You should update your media list at least twice a year. You can do this by setting aside a day or two to place phone calls to the media outlets on your list and asking if the journalists on your list are still there and are still covering the same beat.

In addition to phone calls, you can update the Internet media on your list by spending time surfing the Web. Take some time exploring Web sites that have content on domestic violence, health or women's issues—sites that would be interested in your program. Often, the contact information you need to update your list is included on the website or you can send an email to the site requesting the information.

You also should update your list when you learn of information from members of the media while talking to them on the phone or when responding to inquiries from journalists who are not already on your media list. It is better to have a media list that is long than one that does not include key people.

Formatting Your List

Media lists are best maintained in a computer database that contains: the name, media outlet, address, website, phone number, fax number, email address, title and beat of each person. You should also have a space to note the last date on which the entry was updated and notes about previous contacts or conversations. As news stories are covered, it may be helpful to keep a running list of the title of the article or post, date published, the media outlet, and a link (if available) to the story, video or audio clip. Be sure to follow-up with reporters and editors to maintain a positive, working relationship and ensure coverage for the future.