

Create a media contact list

Find valuable media contacts so you can begin to build relationships

A media list is an incredibly important tool in PR because it's where you collate the information of key journalist and influencer contacts who talk to your ideal audience. This task will be time-consuming, there's no getting around that. However, once you've invested the time initially, you'll have a list of go-to contacts which will save you headaches and effort later on. You just need to keep you list up to date as you go.



Remember to keep your list up-to-date so save you wasting time sending press releases and content to the wrong contact. Add in new contacts as you come across them and update and delete as required.

Where can you look for contacts?

Here are some suggestions;

Most magazines include a list of **journalists** who write for the publication. This is usually found near the front or the back. Journalist details are often available on their publication websites too.

Most journalists are on **Twitter**. Try searching for the media that you want to target and go from there. We suggest creating a Twitter list for journalists and then check in daily to see what they are talking about and see if you can engage. Make sure you check out **#journorequest** too.

Don't forget about **LinkedIn**. There are many journalists on LinkedIn. Try using the keyword search function. Think about a nice intro when you ask to connect.

Don't be afraid to call the switchboard of the media that you are targeting and ask who the best contact would be to send your story too. Make sure you mention the topic so you can try and get the right department.

If you want to work with **influencers** then you will find that they have a 'contact' page on their website or on their social channels.



*Buy the magazines and newspapers in your niche and spend time reading them, analysing them and really getting to know their style of writing. Listen to the shows and read blogs and websites. **Don't use generic email address!***

TASK: Set up an Excel spreadsheet using the following headers

The first line has been populated to show you an example. If you don't have Excel, use the table below as a guide.

TITLE	REACH	TYPE OF MEDIA	FREQUENCY	NAME	TOPICS	JOB TITLE	EMAIL	TEL	NOTES
<i>Prima</i>	<i>544,00 total brand reach</i>	<i>Magazine & social media</i>	<i>Monthly</i>	<i>Janet Jones</i>	<i>Beauty</i>	<i>Featured Editor</i>	<i>janet@prima.co.uk</i>	<i>01020 123456</i>	<i>Add notes about contact, types of story covered etc</i>