

How to Create a Media List:

A media contact list will include local media who cover issues relevant to your organization. Newspaper and television reporters, radio shows and bloggers can all be included in your contact list, and most of the research on reporters can be completed online.

Because media contacts are constantly changing, buying a media list will ensure that you are reaching the right people. Most states have a directory you can purchase with a complete listing of all the state print, radio and television media outlets, including current contact information. Prices range from \$150 for the book to \$475 for a one-year online subscription. Other products include media lists for major U.S. cities, and you can find media directories for your state or city online.

If buying a media list subscription is not an option for your organization, you can pull the list by hand. Using a spreadsheet with columns for a reporter's name, e-mail, phone number, publication title and other vital contact information will aid your process. Next, conduct a rigorous search of local news sources. Note your newspapers' bylines and, particularly, reporters who cover trails, walking and bicycling. Call the newspaper and ask for the reporter's contact information if it is not available online. Do the same for radio and television.

Use the following guidelines¹ to assist you in your search:

Whom to Contact

At television stations, the assignments editor should be your first choice. Also, contact morning and noon show producers if you are interested in being or placing a guest on a daytime talk show. Some stations and newspapers may have a reporter assigned to covering trail or transportation issues.

At radio stations, contact the news director and talk show producers or hosts.

At magazines, contact the editor or managing editor. If your news is an event, send to the calendar editor.

At daily newspapers, depending on your news, contact:

- Section editors (metro, lifestyle, business)
- Community/nonprofit reporters
- Photo editor
- Editorial page editor (for advocacy and issues)
- Calendar editors (for events)
- Society columnists (if planning a fundraiser or VIP event)
- Education reporters
- Online content editors

At weekly newspapers, you will usually contact the editor. Most weekly newspapers are small publications with very small staffs.

¹ From PRRx: www.txla.org/html/toolkit/press/ll_medialist.html