

HOW TO

CREATE A MEDIA LIST

MEDIA LIST DEFINED:

A media list is a collection of media outlets, names and contact information of media you want to know about your events. In this document you will find tips we have found useful for creating a media list.



MEDIA LIST

Name	Email	Media Type	Phone
Joe Schmo	J.schmo@gmail.com	Tech blogger	334.567.3456
Tina Telu	TTelu@gmail.com	Music review	567.323.5631
Vanessa Jenkin	Vanessa.J@gmail.com	News mag	867.502.3124
Bradley Broham	BBro@gmail.com	Weekly	897.452.9874
Steven Johnson	Steve.John@gmail.com	Events mag	673.562.2345
Brenda Long	BeLong@gmail.com	Press for the times	321.427.5689
Lukas Westley	WestlyJ@gmail.com	Musc blogger	334.567.3456

GETTING STARTED

Creating your list may seem like a daunting task, but doing everything systematically may help. Begin with figuring out which media outlets you would like to cover your event.

1 Think of all the media outlets you read, listen to or watch and start there.

2 Search for other media outlets in your area.

3 Figure out what newspapers exist besides the major daily papers. Community newspapers are great additions to your media list.

4 Scan the radio dial. Listen for radio stations that highlight local and community events.

5 Wikipedia can be a great source for tracking down current media outlets, i.e. if you're looking for media outlets in Chicago put in "Chicago, IL" in the Wikipedia search box and scroll down to "Media," which is usually located in the "Culture" section.

6 Search on the Internet for blogs and websites that list and review local events.

7 Don't shy away from blogs hosted by Blogspot or Wordpress. You'd be surprised at the sizeable following personal blogs can have.

LOOKING FOR CONTACTS

Building your contacts list can take some time, but once you have completed it, you'll be glad you did.

Go to the website of any given media outlet and look for the "Contacts" or "Contact Us" link. This can usually be found at the very bottom of the website, or in the "About Us" tab.

A specific editor (sports, music, etc.) is a useful contact, but do not neglect collecting contact information for specific staff who write about your genre of events. If you are having a hard time finding specific writers and editors, you can try to go more general. If you can't find the "Music Editor" get the contact for the "Arts and Entertainment Editor."

If you can't find specific department contacts, go for a general editor.

Put your contacts in a spreadsheet so you can easily sort between names, outlets, or title in the future.

Good categories to put your contacts under include: First Name, Last Name, Title, Media Outlet, City, State, Phone Number, Email Address, Additional Information (this includes Facebook page, Twitter handle, etc.) and Notes (such as: "Never call. Email only.").

Tip: The Notes category is a great place to mark if you had success with a particular media contact before so you can remember to thank them the next time you reach out.

Occasionally check your contacts. Media outlets are known for high turn-over rates.

If you know people who have put on events in your area that are similar to yours, ask if they have had success with any particular media contacts. They may be willing to give you the contact info.



Get additional support

Do you require additional personalized assistance with your media communications?

Shoot us an email at Promo@BrownPaperTickets.com and we'll set you up!