

WORKSHEET 15: BUILDING A MEDIA CONTACT LIST

Use this worksheet as a model for your media contact list. You can use one page for each entry or create a database that includes each field.

Broadcast Outlets

1. Date entered: _____
2. Station call letters: _____ Frequency or channel number: _____
3. Main phone number: _____
4. Does the station accept press releases by: Fax? E-mail? Website submission?
5. Fax number: _____
6. E-mail address: _____
7. URL: _____

8. Newscasts

<i>Time of Broadcast</i>	<i>Relevant Segments (e.g., health, consumer news)</i>	<i>Deadline/When to Call</i>	<i>News Director</i>	<i>Phone/E-mail</i>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

9. Public affairs programs:

<i>Day/Time of Broadcast</i>	<i>Name of Show</i>	<i>Deadline/When to Call</i>	<i>Producer of Show</i>	<i>Phone/E-mail</i>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

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10. Talk show programs:

<i>Day/Time of Broadcast</i>	<i>Name of Show</i>	<i>Deadline/ When to Call</i>	<i>Producer of Show or Host</i>	<i>Phone/E-mail</i>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

11. Notes/other information:

Print Publications

1. Date entered: _____

2. Publication name: _____

3. Main phone number: _____

4. Does the publication accept press releases by: Fax? E-mail? Website submission?

5. Fax number: _____

6. E-mail address: _____

7. URL: _____

8. Publication type:

Newspaper Magazine Online Version of Print

Newsletter Journal Other _____

9. Publication frequency:

____ Daily ____ Weekly ____ Monthly ____ Other _____

10. Deadlines (e.g., time, day of week, month):

11. Best time to call: _____

12. Editors:

<i>Title</i>	<i>Name</i>	<i>Phone Number/E-mail</i>
Assignments editor	_____	_____
Editorial page editor	_____	_____
Features editor	_____	_____
Metro editor	_____	_____
Political editor	_____	_____
_____	_____	_____
_____	_____	_____

13. Reporters/columnists:

<i>Beat/Column</i>	<i>Name</i>	<i>Phone Number/E-mail</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

14. Notes/other information:

Online News Sites/Blogs

1. Date entered: _____

2. Website name _____

3. URL: _____

4. Website type:

- News site Blog Online Magazine
 Podcast Video Other _____

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5. E-mail address: _____

6. Relevant topics covered:

7. Update frequency:
___ Daily ___ Weekly ___ Sporadically ___ Other _____

8. Bloggers/editors/writers:

<i>Name</i>	<i>E-mail</i>	<i>Role/Topics</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____