

Pop Talk: How to Create a Media List

Create A Targeted Media List That Yields Results

So you're ready to take the next step in boosting your business, by working with the media to cover your company and position yourself as an expert in your industry. But how to get started? Here's a five-step list to help you identify key media in your industry and form positive, lasting relationships.

- 1. Identify your target publications.** Jot down a list of the publications you'd like to be featured in. Are they local, regional, national, industry trade publications or blogs?
- 2. Refine your target publications.** Think about your key consumers and audiences. Are your audiences reading the publications you've listed? If not, make some adjustments to your publications list.
- 3. Warm up to the publications.** Now it's time to make friendly with the publication's website. You can google the publication name and the word "contact" or "newsroom" or visit the pub's website and look to the "contact," "about" or "newsroom" page.
- 4. ID your journalist.** Begin clicking on the journalists who seem to have a beat closest to your topic/story idea. Read some of their recent articles to see if you're on the right track or if it's time to keep searching. You can also search the publication with one or two keywords related to your topic and see whose stories pop up.
- 5. Begin forming relationships.** If you don't hear anything back after sending an email to a reporter, don't be afraid to follow up. Reporters typically get 100-200 emails every day, so it doesn't hurt to check back in with them – especially if you can offer a new fact, photo or piece of information to strengthen your pitch. If they say no to your original pitch, consider asking what they are working on and if there's any way you can be of assistance.

Look at the process of creating a media list as a long term strategy rather than instant gratification. Know who you're pitching and what they cover. Extra points if you can find out not only what they typically cover but what they're passionate about covering. Attending a panel discussion with media is a great way to learn more about working with the media. Stay tuned to WordPopPR.com for tips on creating a pitch that gains traction!