Building Better Press Lists

Building a press list is a very big job, but it is important to keep track of the reporters covering specific issues for your news outlets. Some tips to get you started:

- Make sure to include the reporter’s name, outlet, beat, contact info, and notes on previous contact your organization has had with him/her.
- Try organizing your list by issue area (i.e., transportation, environment, public health, political coverage, and general interest).
- When updating your list of TV and radio stations, you will usually want the contact information of a News Editor or Assignment Editor—they are the ones telling reporters where to go/what to cover.
- Include minority, community, and alternative media outlets on your list.
- Remember to contact your newspaper or public access TV station’s Community Calendars- they will usually be happy to include your event.
- Include local blog or web forum discussing current events in your area. Many areas have transportation blogs that will be happy to cover your issues!
- While it is important to reach out to the big central papers in your state, it will be far more difficult to “break through” in the fast-paced, competitive environment of a big city. You may achieve far greater media coverage from smaller, regional daily papers and broadcast outlets—especially if you are holding an event with interesting visuals as backdrops.

Sample Press List Organizing

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Outlet</th>
<th>Beat/Issue</th>
<th>Email</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>John</td>
<td>Smith</td>
<td>XYZ News</td>
<td>Transportation</td>
<td><a href="mailto:jsmith@xyz.com">jsmith@xyz.com</a></td>
<td>(555) 555-5555</td>
<td>Attended press conference on 5/1; interested in low income issues</td>
</tr>
<tr>
<td>Jane</td>
<td>Doe</td>
<td>Daily Press</td>
<td>State Capital</td>
<td><a href="mailto:jdoe@dailypress.com">jdoe@dailypress.com</a></td>
<td>(555) 555-5555</td>
<td>Writes Tuesday column. Focused on Senate budget. Interviewed our president re: transportation budget 4/07.</td>
</tr>
</tbody>
</table>