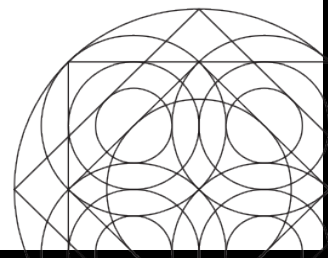
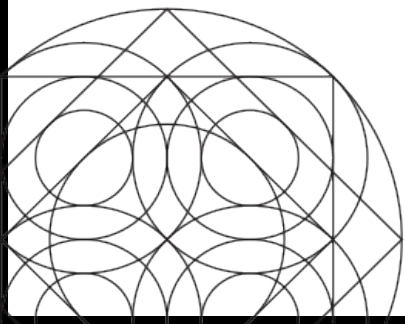


BLACK BOOK OF

*contacts*



# *Black Book*

## CONTACTING THE PRESS

*It's a reporter's job to connect with people just like you!*

*Remember they are normal people, so treat them with the same courtesies you do every colleague.*

*Investing the time in setting this up as your Little Black Book will be worth its wait in gold!*

## GETTING STARTED

*Create an excel spreadsheet of all publications – media outlets, events, TV shows, podcasts, blogs and radio shows*

*Start by surveying your already existing audience to find out what publications they already engage with to determine where other potential customers may be*

*Start with Local publications then search for regional, national, trade, consumer and business.*

## PITCH PERFECT

*Do not add any journalists to your distribution lists.*

*Treat each outlet as an individual.*

*Your expectations should be different for each outlet.*

# Black Book

## BLOGS & PODCASTS

*Content is regularly updated*

*Lead times tend to be more relaxed*

*Feature articles could run at any time*

*It is a 24/7 media resource*

*Bigger blogs have huge reach*

*Time your pitch*

## NEWSPAPERS

*Research all the publications and determine which reporter communicates with your audience eg: is the fashion and lifestyle reporter?*

*If it's a smaller organisation, you may pitch directly to the editor*

## MAGAZINES

*Start small and local*

*Pitch to the editor (but avoid the editor in chief or executive editor)*

*You may also pitch to a features editor, an editorial assistant or a columnist*

*You can find this listed in the directory or masthead of the magazine*

*Make sure your pitch is submitted before the print deadline – monthly publications also generally have a “long lead” of 3 months.*

*Consider if the magazine takes Byline submissions*

*Think outside the box on which story angles your newsworthy media angles can fit into*



# Black Book

## BROADCAST

*If your story is timely, start by contacting the news desk or assignments editor.*

*Don't be afraid to call and ask questions about to who to pitch to and how their decision process works.*

*Ask Qs such as when is the best time to pitch in, when is the production meeting etc*

*Ask for a Staff directory to find out who to pitch too*

*If you want to land a morning show spot, pitch the producer of the show.*

## RADIO

*If you wish to pitch a radio station, make contact with the producer first.*

*On-air hosts are the producers for smaller shows*

*Content director/ program director - oversee all shows*

*Producer – best point of contact*

*Newsdesk - contact the host of the news directly*

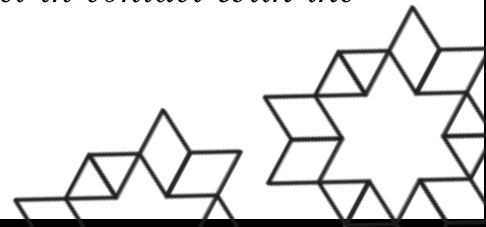
*Promotion – Call Tactics or Promotions*

## SPEAKING AT LIVE EVENT

*Event planner or event manager is your best point of contact*

*Try and find their email, however a generic address or contact form on their site can possibly work too*

*You can also search the events Facebook page and get in contact with the admin*



# Black Book

## FINDING EMAIL ADDRESSES

*Check the contact section of their website  
Investigate the formula for their emails*

*E.G. `firstname.surname@publication.com`*

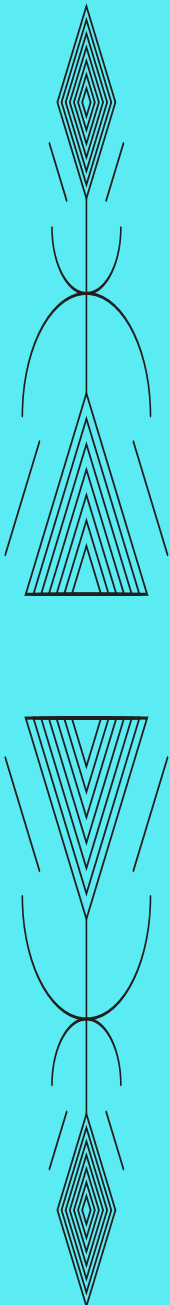
*Google for a Press Release from the company to find the publicists email then use this to translate into the person you're trying to find*

*E.G. `"PR @publication.com`  
`Publicist @publication.com`*

*Try LinkedIn  
Search Twitter  
Call Reception*

## SOCIAL MEDIA STRATEGY FOR PR PROS

*Follow the publication across all social media channels – become active in the conversations they're having  
Also follow all of your key reporters and journalists  
Add reporters on LinkedIn, Facebook and Twitter*





# Black Book

## LINKS FOR PAID SOURCES OF JOURNALISTS

*Please note, I have not personally tried any of these, so be sure to do your own research on whether they are reputable and current.*

MELTWATER

<https://www.meltwater.com>

CISION

<http://www.cision.com>

GLOBAL AGILITY

<https://globalagility.prnewswire.com>

RESPONSE SOURCE

<http://www.responsesource.com/pr/mediadatabase/>

GORKANA

<http://www.gorkana.com/pr-products/media-database-and-pr-planning/>

JOURNALISTED

<http://journalisted.com/>

MUCK RACK

<https://muckrack.com/>

PR MAX

<http://www.prmx.co.uk/>

MEDIA NET

<http://www.medianet.com.au/products/discover/#contacts>

MEDIA CONNECT

<http://www.mediaconnect.com.au/>