

## KIWANIS INTERNATIONAL PUBLIC RELATIONS

### HOW TO CREATE A MEDIA LIST

To send a press release, you need to create a media list of those outlets to which you will send it. This list should include media in your region of coverage, specific to your target audience. Your list may include contacts at newspapers, radio and television stations, local Web news portals, newsletters, cable TV calendars and bulletin boards, depending on the time of the announcement.

- Step 1: Determine the media groups that are important to include in your PR communications.
- Step 2: Use the phone book, Internet and other resources to locate important information for each. You will need the appropriate contact for sharing news releases (very important), mailing address, phone number, fax number and e-mail address.
- Step 3: Consult your local library, chambers of commerce, chapters of the Public Relations Society of America and International Association of Business Communicators to help compile a list of all the publications in your business area.
- Step 4: Ask each media contact if he or she prefers press releases and materials to be e-mailed or faxed.
- Step 5: Compile a comprehensive list of your findings, organizing your list by medium.
- Step 6: Be prepared to update your media list at least every six months. Turnover in media can be high, and you always want to have the most accurate contact information.