



American Nephrology Nurses Association

ANNA Guide to Creating a Media Contact List

Creating a targeted media contact list is essential for maximizing exposure and coverage of your "Feed Your Kidneys" drive event. Below are steps and tips to help you compile a comprehensive list of local reporters, journalists, bloggers, and other media outlets:

1. Identify Local Media Outlets:

- Research local newspapers, magazines, TV stations, radio stations, and online news websites that cover community events and health-related topics.
- Consider niche publications or blogs focused on healthcare, local events, or community news.

2. Research Reporters and Journalists:

- Visit the websites of identified media outlets to find reporters or journalists who cover healthcare, community events, charity initiatives, or local news.
- Look for contact information such as email addresses or phone numbers. Note down the names and specific beats (topics) of relevant reporters.

3. Utilize Social Media and Online Platforms:

- Search for reporters and journalists on social media platforms like Twitter and LinkedIn. Many journalists actively share their contact information or preferences for receiving press releases.
- Follow them to stay updated on their latest articles and interests.

4. Compile Your List:

- Create a spreadsheet or document to organize your media contact list.
- Include columns for the following information:
 - Media Outlet Name
 - Reporter/Journalist Name
 - Contact Email
 - Contact Phone Number
 - Media Type (Newspaper, TV, Radio, Online)
 - Beat/Topic (Healthcare, Community Events, Local News)

5. Personalize Your Outreach:

- Address each reporter or journalist by name when sending your press release.
- Tailor your pitch based on their beat or previous articles they've written related to healthcare or community service.

6. Additional Contacts:

- Include local bloggers or influencers who may be interested in community events or health-related initiatives.
- Don't forget to add any community bulletin boards or newsletters that accept event announcements.

7. Maintain and Update:

- Regularly update your media contact list with new contacts and remove outdated ones.
- Keep notes on interactions or coverage received from each contact to track effectiveness.

Sample Media Contact List:

Media Outlet	Reporter/Journalist	Contact Email	Contact Phone	Media Type	Beat/Topic
Local Times	Jane Doe	j.doe@example.com	(555) 123-4567	Newspaper	Community Events
City News Channel	John Smith	j.smith@citynews.com	(555) 987-6543	TV	Local News
Radio X FM	Sarah Johnson	s.johnson@radiox.com	(555) 234-5678	Radio	Health & Wellness
Your Community Blog	Mary Brown	mary.brown@example.com	(555) 345-6789	Blog	Local Events

Tips for Sending Press Releases:

- Personalize your email subject line to grab attention.
- Attach your press release as a PDF or include it in the body of the email.
- Follow up politely after a few days if you haven't received a response.

Note: Always respect journalists' deadlines and preferences for receiving press releases. Building relationships with local media can lead to continued coverage of your chapter's initiatives.