

Building Reporter Relations Worksheet

Instructions

1. Identify a reporter
2. Note their interests
3. Write a plan to connect

Tips for Identifying Reporters

- Visit a media outlet's website. Look for pages titled "contact us" or "about us" (often linked at the bottom of the homepage).
- Visit the media outlet's Twitter page. Click "Lists" (located to the right of the profile picture) and review their staff lists, if they have any.
- Search Google News for a topic you work on. Find a relevant article and click on the journalists' name. See what else they have written and determine if they are a good person to reach out to.
- Search Twitter for your state's politics hashtag. Identify journalists that are actively using it.

Make Your Plan of Action

Reporter Name:

What is their beat (topics they cover)?

What else are they interested in?

How will you start or continue your relationship to this person (brainstorm how you will reach out)?

Ideas

- Upcoming report, event, legislative hearing, or anniversary
- Offering praise on a recent article
- Insider knowledge about a topic they've covered in the past

When will you contact them?

How will you contact them?

What will you say?

How will you follow up?

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Stay Accountable

Let's hold each other accountable! Find a friend to share this plan with and set up a date before August 31 to check in on your progress.

Accountability Buddy:

Phone:

Email:

Twitter: