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Preparing for Outreach

Compile Media Lists

Preparing for outreach begins with developing media lists. Media lists help you organize local editors', reporters' and producers' names, outlets, and contact information (i.e., TV, radio, print). For the CDC Influenza Awareness Campaign, your media list should include health reporters, medical reporters, lifestyle reporters, and other columnists who might be interested in flu prevention. Media lists should be detailed and include journalists' beats or topics they cover, submission deadlines, conversation notes, contact information, and best times to call. Use media lists to keep track of public service directors, program producers, and the names of health reporters in your area.

	A	B	C	D
1	Print			
2	Newspapers			
3	First	Last	Title	Outlet
4	Carol J.	Williams	Editor	Los Angeles Times
5	Robyn	Dixon	Foreign Bureau	Los Angeles Times
6	Henry	Chu	Correspondent	Los Angeles Times
7	Maggie	Farley	Correspondent	Los Angeles Times
8	Tracy	Wilkinson	Correspondent	Los Angeles Times
9	Barbara	Demick	Correspondent	Los Angeles Times
10	Sonni	Efron	Correspondent	Los Angeles Times-Washing
11	Tom	Hamburger	Correspondent	Los Angeles Times-Washing
12	Melissa	Healy	Correspondent	Los Angeles Times-Washing
13	Doyle	McManus	Bureau Chief & Writer	Los Angeles Times-Washing
14	Peter	Wallsten	Correspondent	Los Angeles Times-Washing
15	Ashley	Dunn	Editor	Los Angeles Times
16	Jia-Rui	Chong	Reporter	Los Angeles Times
17	Thomas H.	Maugh II	Reporter	Los Angeles Times
18	Alan	Zarembo	Reporter	Los Angeles Times
19	Tami	Dennis	Editor	Los Angeles Times
20	Jeannine	Stein	Staff Writer	Los Angeles Times
21	Cheryl	Clark	Staff Writer	San Diego Union-Tribune
22	Carla	Marinucci	Staff Writer	San Francisco Chronicle
23	Joan	Ryan	Columnist	San Francisco Chronicle
24	Russell	Sabin	Medical Writer	San Francisco Chronicle

Developing media lists requires research. You can compile information by calling local newsrooms, keeping track of journalists that have contacted your organization in the past, or by tracking the media that covers health-related stories.

Be creative about where you pitch your news. Non-traditional media outlets may include:

- Medical center or clinic newsletters
- Supermarket or pharmacy news handouts
- Faith-based organization publications
- Ethnic media newspapers or community newsletters
- Public health journals
- Business journals
- PTA/PTO newsletters or school newspapers
- E-blasts or fax blasts to your mailing list
- Bilingual publications

Establish Relationships

Once you establish your media lists, introduce yourself with a phone call or a get-to-know-you meeting to introduce your organization as a resource on influenza or vaccination. Remember to have your media materials readily available to send as follow-up information.

Maintain Relationships

Once you have made contact, maintaining relationships with the media should be a priority. Following are a few tips on maintaining good relations with the media.

- Be responsive and provide follow-up information as soon as possible.
- Be mindful of reporter's deadlines. Don't call or email when reporters are rushed.
- Know your reporter's beat or area of coverage and send only relevant news.
- Offer background information when a related news story breaks.
- When your story is covered, follow up with that reporter.