

The Journalist roster

Identify Your Target Audience: Determine the audience you want to reach with your stories. This involves understanding their demographics, interests, and the types of media they consume. This information will guide you in selecting the most relevant journalists for your roster.

Google is a great place to start your search for media outlets that write about the

environment: <https://news.google.com/topics/CAAqlggKIhxDQkFTRHdvSkwyMHZNREp3ZVRBNUVnSmxiaWdBUA?hl=en-US&gl=US&ceid=US%3Aen>

Research Relevant Journalists: Look for journalists who cover topics related to your field or industry.

Consider whether they are generalists or specialists, their editorial style, and their preferred communication channels.

- start search on LinkedIn or networks like <https://earthjournalism.net>

Build and Maintain a Media Database: Use tools or services to compile a list of journalists. This database should include contact information, the media outlets they work for, and the topics they cover. Regularly update this list to reflect changes in journalists' roles or contact details.

- It can be made in forms or a simple Excel document. Inspiration: <https://www.hailleygriffis.com/guide-pr-media-list/>

Refine Your Targeting: Keep your list concise and focused on journalists who are most likely to be interested in your stories. Quality is more important than quantity, so personalize your communication to suit each journalist's preferences and style.

Build Relationships: Engage with journalists by providing them with relevant information and stories. Be responsive to their inquiries and maintain a professional relationship by respecting their deadlines and preferences



How to do it:

We have created a list using the form for GRID, you can see how it is set up here:

<https://forms.office.com/Pages/ResponsePage.aspx?id=YDJen7oY50SG1xM-3b107f9Zqra2Y-ICpF9GdMwir8dURUuWRTZKWVpNRVZFOVIESOtQIEyVVoyOS4u>

1. Organize Your List

Create a spreadsheet or use a media database to keep track of your journalist contacts. Include essential information such as:

- Journalist's name and role

- Media outlet
- Contact information (email, phone number)
- Social media accounts
- Preferred contact method
- Recent articles
- Topics covered
- Content types they produce
- Writing style

2. Refine Your Targeting

Keep your press list concise and focused. It's more effective to have a smaller number of highly relevant journalists than a large database of less relevant contacts.