

Outlet or publication	Name	Role	Email	City	Industry/beat	Twitter	LinkedIn	Phone	Notes	Conversation Starter	Additional #1	Additional #2	Additional #3
Use Google News to find relevant publications	Write down the name of the reporter/blogger – double check for typos!	[Editor, staff writer, etc.]	Use tools like Hunter to find their contact details	Useful if your news is location-dependant	Write down type of topics they cover – the more precise, the better	Use Twitter to check what they've recently written about or as a method of contact	Additional method of getting in touch	Some media contacts prefer to be contacted by phone	Add any extra notes that can help you get their attention	Your method of getting their attention, e.g. their latest article or Tweet	Optional: Write down any additional information here	Optional: Write down any additional information here	Optional: Write down any additional information here
[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]	[Fill me in!]			
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