



## Media Outreach Matrix Template

### Basic Information

- Campaign Name:
- Objective of the Campaign:
- Target Audience:
- Timeline:

### Media Outlet Information

Media Outlet	Contact Person	Contact Details	Relationship Status	Last Contacted	Notes

### Pitch Details

Pitch Topic	Target Media Outlet	Date Sent	Follow-Up Date	Response Received	Coverage Link

### Strategy and Tactics



- Key Messages:
  - List the main points you want to convey through your media outreach.
- Tactics:
  - Specify the methods you will use to engage with the media (e.g., press releases, exclusive interviews, press conferences).

### **Tracking and Evaluation**

- Success Metrics:
  - Define what success looks like for each outreach effort (e.g., number of articles published, quality of coverage).
- Analytics Tools Used:
  - Mention any tools you will use to track media mentions and the effectiveness of the outreach.
- Review Dates:
  - Set dates to review the progress and effectiveness of the outreach efforts.

### **Instructions for Use**

1. Fill in Basic Information:
  - Clearly outline the goals and audience for your media campaign.
2. Populate Media Outlet Information:
  - Enter details about each relevant media outlet, including contacts, how often you've engaged with them, and any notes from previous interactions.
3. Detail Your Pitches:
  - Log each pitch sent, including details about the media outlet, dates sent, follow-ups, responses received, and any resulting coverage.
4. Plan Strategy and Tactics:
  - Note your key messages and tactics for engaging effectively with the media.
5. Track and Evaluate:
  - Use the specified metrics and tools to monitor and evaluate the success of your media outreach.