



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

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- 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.