Lamphills

Media Relationship Management Template

Contact Information

Journalist/Outlet Name	Email Address	Phone Number	Social Media Handles	Preferred Method of Contact

Interaction Log

Date	Interaction Type (Email, Call, Meeting, etc.)	Summary of Discussion/Outcome	Follow-up Required (Yes/No)	Next Steps

Pitch Tracking

Date Pitched	Journalist/Outlet Name	Pitch Subject	Response (Yes/No)	Feedback/Comments	Next Steps

Content Calendar

Date	Content Type (Press Release, Article, etc.)	Subject/Title	Target Journalist/ Outlet	Status (Draft, Sent, Published)	Notes/Comments

Coverage Tracking

Date	Journalist/Outlet Name	Content Type (Article, Interview, etc.)	Title/Headline	Link to Coverage	Notes/Impact

Feedback and Improvement

Date	Journalist/Outlet Name	Feedback Received	Improvement Actions

Instructions for Use

1. Contact Information: Maintain a detailed list of journalists and media outlets you engage with. This helps in easy reference and ensures you have all necessary contact details at hand.
2. Interaction Log: Record every interaction with media professionals. Note the type of interaction, key discussion points, and any required follow-ups. This will help in maintaining continuity in communication and ensuring timely follow-ups.

3. Pitch Tracking: Keep track of all pitches sent out, including the date, subject, and the journalist/outlet it was sent to. Record responses and feedback to refine future pitches.
4. Content Calendar: Plan and track all content intended for media release. Include details like the type of content, subject, target journalist/outlet, and its current status. This ensures a consistent flow of information and helps in scheduling content releases effectively.
5. Coverage Tracking: Monitor media coverage received. Record the date, journalist/outlet, type of content, and link to the coverage. This helps in evaluating the reach and impact of your media engagements.
6. Feedback and Improvement: Gather feedback from media interactions and document any suggestions or improvements. Implement these improvements to enhance future media engagements and relationships.