

What is a Media List?

A list of print, broadcast and online journalists, contact information and name of the outlet. A good travel and tourism media list is customized and well-researched so that each journalist or outlet would be interested in covering the story you're pitching. Building a good media list is an essential PR tactic.

Free Media List Building Tools/Tips

GOOGLE: For most print, broadcast and online journalists, media contact information is listed; review websites to learn which reporters may be interested in your story based on their beat/what they've covered in the past. This takes time, but can yield good results by targeting the right media contacts.

HELP A REPORTER OUT (HARO): A free online service for journalists to gather story ideas from PR professionals. HARO helps journalists connect with experts on topics, including travel and tourism.

MUCK RACK: A daily email that compiles what different media contacts are reporting on, talking about on Twitter, etc. Muck Rack regularly features media moves/transitions.

SOCIAL MEDIA: Don't be afraid to pitch stories or interact with media on social media; this is your chance to informally foster relationships and promote your destination or attraction.

- **Twitter & Instagram:** Most media have Twitter & Instagram profiles that you can easily search using their full name.
- **Facebook Groups:** Midwest Travel Bloggers is a closed group for Midwest area travel bloggers, CVBs and DMOs to connect. If you meet credentials, you will be accepted.
- **LinkedIn:** This professional social platform can be used to network or join public relations groups. This is not intended to be an aggressive media list building approach, rather a listening & relationship-building tool.

Paid Media List Building Tools

CISION

The PR industry's most comprehensive media database of 1.6 million traditional media contacts and 300,000 digital influencers.

MELTWATER

A media intelligence platform that also provides a comprehensive media database.

MEDIA KITTY

A networking platform for journalists, photographers, bloggers, videographers, editors, publishers, social media influencers and brands.

BURRELLESLUCE

Covers thousands of print, broadcast and web news sources, and provides online access to current media contacts.

Travel Media Conventions and/or Memberships

Build face-to-face relationships with key regional or national media contacts. Here's a list of 2017 opportunities:

- Society of American Travel Writers (SATW)
 - Annual convention, *Madrid, Spain, Oct. 2017*
 - Central States Regional Chapter Meeting, *Mackinac Island, MI, June 2017*
 - PRSA/SATW convention, *Palm Springs, CA, May 2017*
- North American Travel Journalist Association (NATJA)
Orange County, NC, May 2017
- Midwest Travel Writers Association (MTWA)
Frankfort, KY, May 2017
- Outdoor Writers Association of America (OWAA)
Duluth, MN, June 2017
- Association of Great Lakes Outdoor Writers (AGLOW)
Lake of the Woods, MN, Sept. 2017
- Travel Blog Exchange (TBEX)
Huntsville, AL, May 2017 (+ Asia and Europe dates)
- Minnesota Newspaper Association (MNA), *Jan. 2017*
- Travel Media Showcase (TMS)
Cabarrus County, NC, Aug. 2017
- International Pow Wow (IPW)
Washington DC, June 2017
- International Media Marketplace (IMM)
NYC, Jan. 2017