



Use the template to plan your engagement with the media.

ENGAGE WITH MEDIA

1. Which media you are going to reach out to?	
2. Which section / show/ programme? Be precise!	
3. Describe the main features of the section / show/ programme?	
4. Who is the potential audience?	
5. Who is responsible for the section / show/ programme? Add also the contact details.	



Customise this database template for journalists.

Name			
Organisation			
Media			
Reach			
Based in			
Freelancer / Staff			
Email			
Twitter			
Phone			

- Tips on how to pitch a story successfully through Message Map can be found at the following link: www.youtube.com/watch?v=phyU2BThK4Q
- Use Alexa platform (www.alexa.com) to identify the audience numbers of online portals. (When you enter in the platform, scroll down and type the URL of the news portal under "Browse Top Sites".)