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.

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
<th>Media</th>
<th>Reach</th>
<th>Based in</th>
<th>Freelancer / Staff</th>
<th>Email</th>
<th>Twitter</th>
<th>Phone</th>
</tr>
</thead>
</table>

- Tips on how to pitch a story successfully through Message Map can be found at the following link: [www.youtube.com/watch?v=phyU2BThK4Q](http://www.youtube.com/watch?v=phyU2BThK4Q)
- Use Alexa platform ([www.alexa.com](http://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”.)