

## Identifying Key Media Relationships

Before you can identify your key media contacts, you need to determine who your target audience is. Knowing your audience helps you decide which publications and programs you should approach with media advisories, press releases, and pitches.

After you know the readers you are targeting, consider these types of appropriate media:

- **Specialist press** – read by influential people in the environmental, energy, and alternative fuel vehicle industry and usually your main focus
- **National press** – essential for high profile projects, especially those that need a government response
- **Regional press**
- **Local press**
- **Broadcast media (radio and TV)**
- **Electronic media (internet)**

Keeping up with media trends on issues relating to your projects will allow you to become acquainted with which reporters and producers are most likely to cover your events. Make a database containing a list of journalists covering energy and environmental issues. You may want to include how often their publication prints (daily, weekly, monthly, etc.) or when their program airs.

It is essential that you target the correct people within the media. If your press release is of no interest to a reporter, he or she usually will not forward it to the appropriate contact.

Here is a list of typical roles:

- **Editor** – overall content and style
- **News editor** – what is covered
- **Letters editor** – letters for publication, usually discussing stories that have already had coverage
- **Features editor/program producer** – extended coverage items
- **Forward planning desk** – log of upcoming events
- **Correspondents** – specialist writing (staff and freelancers)
- **Picture editor** – photographers and pictures
- **Reporters/photographers/videographer/sound** – people at the frontline

Make contact with the forward planning desk or journalist in advance. Don't wait until the day before your event. Ask if they have an idea of what the angle of their story would be. Run your ideas by them, and they will tell you what specific aspects interest them. Also, some of the specialist press will supply you with upcoming features lists, so you know when may be the best time to ask for coverage. Find out how journalists prefer to receive releases and advisories – e-mail, fax, Web posting or regular mail.