

# Generating Regular Media Coverage:

## Part 1 – Creating your media list

Generating news media coverage is a fantastic way to grow the profile of your organisation and publicise the work you do. Not only does it maximise reputation and reach thousands of potential donors, volunteers, and other targets, it's something you can do for yourself for free. Despite the potential, it's often overlooked. Fear of talking to reporters or not knowing where to start can be a barrier. If you've tried before and felt you've been unsuccessful, it can take a lot of courage to try again. The key is knowing the system and persevering. Through this 3-part series media expert Pete Burdon will share his top tips and tricks for generating regular media coverage. He'll cover how to contact media, what to say, what they are looking for and some tactics to significantly boost your chances of ongoing publicity that won't cost you a cent.

The first thing you need to do is develop a list of media people. This list will be totally unique to you and depend on who you want to target. There's no point doing anything else until you know who these people are.

Before I get into the detail of creating your list, I want to make something very clear. I strongly advise you to start small. Start your list with 2 or 3 people from different outlets. Then add new people as you go. This is important as creating a list of 10 to 20 people can take you a lot of time. You may find you only need 5 to 10 regular contacts anyway. The key is finding the right people. You are far better to have a small list of highly targeted people than a big list that is less focused.

If you are a national organisation, you will have more people on your list than if you have a local focus. If you are national, the first place to start is niche media. This is often forgotten, but niche media, such as industry magazines, are usually the easiest to

get coverage from. Many are staffed by an editor alone and welcome ideas for content.

### Niche media

The more niche, the better. It's a great way to reach your targets, and the media outlet is highly likely to be interested in your expertise. Niche media usually comes in the form of national magazines and can also include specific broadcasting programmes.

If your target is more general, there will still be niche options. For example, if your organisation provides support services aimed at men's mental health you might start with national magazine targeted at men, e.g. M2. You could also target niche magazines where some of your prospects are likely to be e.g. NZ Truck & Driver magazine and Building Today, the official magazine of the Registered Master Builders Association.

Remember online options too. Niche blogs and podcasts (e.g. Master Builders Elevate podcast related to the previous example) are launching all the time and some of these have larger audiences than more traditional media outlets.

### Newspapers

The big daily newspaper(s) in your area are likely to be good candidates for your list whether you are nationally or locally focused. National newspapers are a good option if you are targeting people across the country. Online options are also a good option if you are nationally focused.

National weekly papers, like Sunday newspapers can also be a great option. We'll look at these in a later article focusing on tactics.

If you only want to target people in a specific provincial or rural area, the paper from that area would be a priority. The same goes for community newspapers. If your targets are all in the area covered by your weekly community newspaper, that would be a must for your list.

### Radio and TV

National TV and radio news networks produce the news bulletins for stations and channels across New Zealand. Some have national-only bulletins. Some have regionally focused bulletins with both national and local news.

Reporters produce stories for news bulletins, but you may be interested in specific shows. For example, Newshub's "AM Show" or Radio New Zealand's "Morning Report."

### Finding your media target

You probably know some of the media to target, there will be others that you may not know about. One way to find is through a media directory, which list all media from a specific country.

Nielsen publish a media directory which you can access through libraries in major centres. EIN Presswire ([einpresswire.com/world-media-directory/3/](http://einpresswire.com/world-media-directory/3/))

### Radio Stations



- There are around 30 radio networks and station groups.
- State-owned Radio New Zealand ([www.rnz.co.nz](http://www.rnz.co.nz)) has the broadest reach through bilingual RNZ National
- NZME Audio ([www.nzme.co.nz](http://www.nzme.co.nz)) operates 11 radio and digital radio brands



new-zealand) compile a list of TV and radio stations, newspapers and blogs in NZ. w3newspapers (w3newspapers.com/new-zealand/) has compiled a list of online daily, weekly and other publications, including some multicultural and ethnic publications. w3newspapers have compiled lists for many countries in the world.

Wikipedia has compiled a 'List of print media in New Zealand' with circulation numbers. Details for print publications can also be found at nzme.co.nz and stuff.co.nz and the directory for community newspapers can be found at can.org.nz. The Community Comms Collective (communitycomms.org.nz) have created a media contact list which they have made available online.

Media directories are great, and not always necessary. You can find information about key people yourself with a Google search and a bit of research. Let's do an example. Imagine I'm wanting to target people in the health sector. If I search by "Health Reporter" and "Auckland" (at the time of writing), the first page of search results shows me the names and details of health reporters at Stuff, NZ Herald, Newshub, Otago Daily Times and E-Health News. I could then dig deeper by broadening my search or start looking for health magazines instead of health reporters.

Internet searches can also help you find freelance reporters. They work for themselves but submit stories to individual media outlets. Finding freelancers in your niche can be valuable because they're always looking for story ideas.

### Find your contact

This is important. Most people make the mistake of sending their material to general news addresses, rather than targeting a specific person. If you use a general news address your message will probably get lost and you won't be able to pitch your idea to a specific person. It's vital to take time to find the contact person, their email address and phone number.

Generally, if you are approaching a daily newspaper, you would target the person with the specific round that focuses on the topic of your pitch. If there is no such person, someone with the title of chief reporter, or assignment editor is your best bet.

With niche magazines, it's usually the editor, but for bigger magazines like "The Listener" you are best to ring to find out.

Regarding TV and Radio, if you are wanting to get onto a specific show, you would contact a producer, but for news programmes such as One News or Three News, a reporter either in your niche or in your location is the best approach.

### So, who exactly should be on your list?

You can see that it can be quite complex putting a media list together. That's why the best idea is to start with only 2 or 3 people and slowly build it up.

By the way, all your list has to have on it is the target's name, media outlet, email address and phone number. It can be in any format.

You'll find out more about the process in future articles. I'll also share a tonne of story and article ideas to pitch to your media contacts, finding who they are is your first step.



### Pete Burdon

As a former daily newspaper reporter and government press secretary, Pete has worked on both sides of the media.

This has given him a good understanding of how to work with the media in a way that benefits both parties. As well as helping clients master the media interview and media publicity process, Pete is regularly in different forms of media himself.

He is also the author of "Media Training for Modern Leaders", published in Melbourne in March 2016 and selling in bookshops across Australia.

Pete has two Masters Degrees (Journalism & Communication Management), lives in Christchurch and works across New Zealand. [www.PeteBurdon.com](http://www.PeteBurdon.com)

### Media List (Example) Updated on: 1 August 2022

Name	Job Title	Media Outlet	Email Address	Phone Number
Sarah Simpson	Reporter	AM Show	sarah@am.co.nz	021 555 6666
Patrick Peters	Producer – Morning Report	Radio New Zealand	peter@rnz.co.nz	021 123 456
Karen Kitchener	Reporter	Seven Sharp	karen@7sharp.co.nz	021 777 9999