

Media Options Checklist

Many stories have more than one angle. Try to figure out which angle tells your story best. But if one reporter turns you down, try another with a different angle.

Decide first if you have a news story or a feature story. News stories involve an event occurring on a specific day at a specific time. Feature stories usually cover an issue or person generally in the news, but are more in-depth and less time-bound.

Listed below are some of the different niches where your story might appear, either as a feature or as a news story. Beware, this is not an exhaustive list. Try to think creatively about your story. Figure out what venues might work for your story, make a list, and then prioritize your contacts.

Daily Media -- Print

Does your story have an angle relating to:

Women	Health	Business
Families	Religion	Housing
Ethnic affairs	Race relations	Science
Education	Architecture	Children
Consumers		
Entertainment		

Should you contact:

Gossip columnists (insider info)

Calendar listings (need 3-4 weeks notice)

Society writers (charity events or fund-raisers w/ prominent people)

Editorial page editor (will probably require a letter requesting that the paper take a specific position on an issue)

Business Page (issues related to housing, banking, transportation, jobs, manufacturing, retail stores, real estate, personal finance)

City Hall or Springfield reporters (local or state politics)

Real estate pages (these are huge sections on the weekends with a constant need for material)

Should you write a letter to the editor or an opinion piece

Daily Media -- Electronic

Talk Show Hosts (will require a special pitch letter)

Planning editors, news directors and reporters who have reported on your group. Some stations have specific beats like health, business, consumer and politics.

Weekly & Monthly Press

Trade Journals	Newsletters	Ethnic Press
Neighborhood Newspaper	Black/Hispanic weeklies	Gay press
Alternative press (Reader, New City, Heartland Journal, Conscious Choice)		