

Media list template

Fourteen columns, one row per journalist. A blank planning sheet with no contacts included.

	Column	What goes in it
1	First name	The person's first name
2	Last name	Their last name
3	Title	Reporter, editor, producer, host, or writer
4	Outlet	The newspaper, station, site, show, or channel
5	Media type	TV, radio, newspaper, online, magazine, podcast, or video
6	Beat	The topic they cover, such as health or small business
7	Location	City and state
8	Email	Their work email
9	Email status	Verified, not verified yet, or bounced
10	LinkedIn or social link	A link to their profile
11	Recent story	A link to something they wrote in the last 90 days
12	Tier	A, B, or C
13	Pitch status	Not contacted, pitched, replied, covered, or no thanks
14	Next follow-up date	A date

How to use it

Fill Beat first, because a pitch that misses the beat gets deleted. Sort by Tier when you are ready to send, log every email, and spend 30 minutes a week keeping it current.

What this file is not

It holds no media contacts and no licensed contact data. You add the people you find.

Blank rows

Name	Outlet	Beat	Email	Tier	Status

Media List, a searchable database of journalists, podcast hosts, YouTube creators, newsletter writers and bloggers. Plans from \$99 a month with a 3 day trial. medialist.com/pricing