



## Media Relations Resources for ICF Coaches: Building a Media List

Targeting the right reporters is a crucial first step coaches can take to enhance their media visibility. Conducting thorough research and building a contact list for specific outlets and journalists will go a long way toward building successful media relationships. Here are three tips to keep in mind as you start to build out such a list, along with a sample media list for inspiration.

### 1. Research Outlets

Make a list of all the media outlets —news websites, blogs, magazines, newspapers, etc. — that you want to target based on your desired audience. A career coach trying to reach employees with salient advice might want to target different outlets compared to an executive coach who works with the C-Suite or a life coach whose potential clients might read men’s and women’s lifestyle magazines.

You can focus your media list on local press, such as the major daily newspaper, area business journal and/or local TV & radio stations in your city, or you can broaden your reach to include regional or national outlets.

### 2. Identify Appropriate Reporters

Reviewing each outlet will give you a sense of which journalist or editor will be most receptive to your pitch. These will most likely be within the business section of a newspaper, including reporters who focus on career and workplace issues and often quote professional coaches as sources. Local news stations also often feature life or career coaches who give topical advice on their morning shows. You can also contact the local newspaper or TV station and ask for the most appropriate contact if the information isn’t easily accessible online.

### 3. Keep Your List Updated

It’s a good practice to periodically review your media list to make sure you have the most relevant contacts. Journalists can often change beats or employers at a moment’s notice. And some reporters might have shifted their focus — such as going from sports and hospitality to general news — as a result of the COVID-19 pandemic.

Following is an example of what a simple media list might look like.

Outlet	Name	Beat	E-mail
The Daily Express	Adam Yosim	Career Reporter	<a href="mailto:adamyosim@dailyexpress.com">adamyosim@dailyexpress.com</a>
KCOA	Darlene Smith	Morning Producer	<a href="mailto:D.smith@kcoa.com">D.smith@kcoa.com</a>
The Mainland Business Journal	Tanya Evers	Associate Editor	<a href="mailto:Tanya.evers@MBJ.com">Tanya.evers@MBJ.com</a>

A well-organized and maintained media list makes it easier to target the right reporters, which dramatically increases the chances that your pitch will be considered.

***For more media relations information, please contact [icfpr@coachfederation.org](mailto:icfpr@coachfederation.org).***