Using Targeted Contact Lists

Bobbi Werner
STC Virtual Leadership Program
2016 June 18
Who am I?

• STC Rochester President
• STC CNY Treasurer and Program Manager
• Senior Technical Writer at Welch Allyn
Why am I here?

The Society for Technical Communication presents the
Rochester Chapter
with the
Pacesetter Award

For your creative use of the Periscope app to offer low-cost virtual “live” attendance at your face-to-face programs, including the ability to ask questions via Twitter and for a strategic use of a regional Media List to improve your marketing to increase membership and program attendance.

Bernard Aschwanden
2015-2016 STC President

Presented
May 2016
What’s the backstory?

• Reduced membership
• Commitment to improve outreach
  • Business and industry
  • Higher ed
• Lists, lists, and more lists
  • Incomplete
  • Outdated
  • Difficult to maintain
  • Limited effectiveness
• PR lead
• Upcoming Tech Comm Showcase event
What did I discover?
easymedialist.com
Your own media contact list, in minutes.

Easy Media List is the fast, reliable and affordable way to create media lists for business and nonprofit publicity and promotion.

In minutes you can download a list of American media contacts for your on-going publicity efforts, including distribution of press releases and news alerts.

Create Your Media List

- USA city and state local media lists
- National magazine media lists
- Top 100 American newspapers media lists
- Alternative newsweekly newspapers media list
- Spanish language newspapers media list

How to Use Easy Media List

Download American Media Contact Lists

Download news media contact lists.
Fast, reliable and affordable.
See how it works!

Our customers say...

"I purchased your list yesterday and was extremely impressed with your service."
- Jane at St Intelipence

Learn about our customers.

View a Previous Order

You can download a list you previously ordered for 7 days after purchase.

Easy Media List is a service of Mondo Code LLC.

mondotimes
The Worldwide News Media Guide

mediaowners
Who Owns The American Media?
Step 1: Select an American State or City

Select a USA city or state as the starting point for your media list.

Media Lists for USA States

Alabama       Louisiana       Ohio
Alaska        Maine         Oklahoma
Arizona       Maryland      Oregon
Arkansas      Massachusetts Oregon
California - Northern Michigan    Pennsylvania
California - Southern Michigan
Colorado      Minnesota     Rhode Island
Connecticut   Mississippi   South Carolina
Delaware      Missouri      South Dakota
Florida       Montana       Tennessee
Georgia       Nebraska      Texas - Northern
Hawaii        Nevada        Texas - Southern
Idaho         New Hampshire Utah
Illinois      New Jersey    Vermont
Indiana       New Mexico    Virginia
Iowa          New York      Washington
Kansas        North Carolina West Virginia
Kentucky      North Dakota  Wisconsin

Media Lists for Major USA Cities

Albuquerque     Honolulu       Orlando
Anchorage       Houston       Phoenix
Atlanta         Indianapolis Pittsburgh
Austin          Jacksonville Providence
Baltimore       Kansas City MO Rochester
Birmingham      Las Vegas      Sacramento
Boise           Lexington      Salt Lake City
Boston          Little Rock     San Antonio
Buffalo          Los Angeles   San Diego
Cincinnati       Miami        Savannah
Charleston       Minneapolis  St. Louis
Chattanooga       Nashville   St. Paul
Cleveland       New Orleans   Syracuse
Colorado Springs Orlando
Columbus
Dallas
Dayton
DeKalb
Denver
Durham
El Paso
Eugene
Flint
Fort Worth
Fresno
Gainesville
Grand Rapids
Greensboro
Green Bay
Huntsville
Jackson
Kansas City, MO
Laredo
Lubbock
Louisville
Memphis
Miami Beach
Milwaukee
Mobile
Norfolk
Oklahoma City
Omaha
Oxford
Petersburg
Pittsburgh
Pueblo
Raleigh
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Shreveport
St. Louis
Springfield
Stevens Point
Tulsa
Tyler
Waco
Wichita
Yakima
Youngstown
Youngstown
Step 2: Make Your New York State Media List

Create your editorial media contact list of New York newspapers, magazines, radio and TV stations. New York media outlets are listed alphabetically by city.

You can purchase this media list with all 596 New York media outlets for $369.52.

Or uncheck the boxes for any New York media outlets you don't want to contact. Then click 'Preview Your List' at the bottom of this page. The cost of your customized New York media list will be displayed on the next page.

You can also uncheck all boxes, or see only New York newspaper contacts.

### New York Media Outlets

<table>
<thead>
<tr>
<th>City</th>
<th>Media Outlet</th>
<th>Editor</th>
<th>Email</th>
<th>Phone</th>
<th>Mail</th>
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<td>South Jeff Journal</td>
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<td>Akron</td>
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<td>Albany</td>
<td>Albany Times Union</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
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<td>All Over Albany</td>
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<td>Albany</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Albany</td>
<td>Capital District Business Review</td>
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<td>✔</td>
<td>✔</td>
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<td>Albany</td>
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<td>Jewish World</td>
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<tr>
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<td>Metroland</td>
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<td>Albany</td>
<td>New York State Bar Journal Magazine</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Albany</td>
<td>Time Warner Cable News Albany</td>
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<td>Albany</td>
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<td>WCWN TV 15 (CW)</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Albany</td>
<td>WNYA TV 4 (MyTV)</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Albany</td>
<td>WNYT TV 13 (NBC)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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</tr>
</tbody>
</table>
Proposal to the council

Here's what I pulled together as a tentative list. It includes a total of 28 municipal and college/university outlets in the upstate NY region, offered for $40.22. Print and associated online outlets seem the most promising, but TV and radio stations that broadcast "community bulletin boards" might be useful as well. I can only guess what stations on the list outside of Syracuse fit the bill, so I defer to the Rochester folks to identify what Rochester outlets seem to hold promise. I welcome input from Beth about the Ithaca outlets listed as well. I'm happy to modify the list based on any information/insight you can share.

<table>
<thead>
<tr>
<th>City</th>
<th>Media Outlet</th>
<th>Email</th>
<th>Phone</th>
<th>Fax</th>
<th>Note</th>
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<tbody>
<tr>
<td>Canandaigua</td>
<td>Canandaigua Daily Messenger</td>
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<td>Geneva</td>
<td>Livingston County News</td>
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<td>Geneva</td>
<td>SLN, Genesee-Lake (university)</td>
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<tr>
<td>Geneva</td>
<td>Finger Lakes Times</td>
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<td>Ithaca</td>
<td>Cornell Daily Sun (university)</td>
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<td>Ithaca</td>
<td>Ithaca Journal</td>
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<td>Ithaca</td>
<td>Ithaca Times (AAN)</td>
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<tr>
<td>Ithaca</td>
<td>Ithaca (university)</td>
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<tr>
<td>Rochester</td>
<td>Rochester Business Journal</td>
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<td>Rochester</td>
<td>Rochester City (AAN)</td>
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<tr>
<td>Rochester</td>
<td>Rochester Democrat and Chronicle</td>
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<td>Rochester</td>
<td>Rochester Yarn Magazine</td>
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<td>Rochester</td>
<td>Time Warner Cable News Rochester</td>
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<td>Rochester</td>
<td>University of Rochester Campus Times (university)</td>
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<tr>
<td>Rochester</td>
<td>WHEC TV 13 (ABC)</td>
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<tr>
<td>Rochester</td>
<td>WROC TV 9 (CBS)</td>
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<td>Syracuse</td>
<td>Central New York Business Journal</td>
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<td>Syracuse</td>
<td>Daily Date (university)</td>
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<td>Syracuse</td>
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<td>Troy</td>
<td>Rensselaer Polytechnic (university)</td>
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<tr>
<td>Webster</td>
<td>Webster Herald</td>
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</tbody>
</table>
How we customized our list
What did we get for $45.17?

Adobe Acrobat Document

Microsoft Excel

too Separated Valley
Next steps

• Develop a PR plan
• Empower PR lead and team to draft and press releases regularly for events and chapter news
• Track effectiveness of media list
  • More direct engagement with media reps on list
  • Media exposure
  • How did you hear about us?
Questions?

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