The first step in media outreach is identifying and targeting appropriate media. If you are announcing an award or publicizing the distribution of a new craft beer, print media may be the best target. If you are looking to do general promotion or have compelling visuals or audio to offer like a warehouse tour, broadcast media may be where you should focus your efforts.

**Media Types**

When determining whether a news outlet is appropriate for your particular story, consider the following:

- What are the newspapers in your market?
- What newspaper do most people read in the state or region?
- What are the local TV news stations that air in your market?
- What radio stations are popular among your colleagues and friends?
- Are there any regional or community magazines that cover your area?
- Does your community have any local news websites?
- Are there local beer bloggers who would appreciate the news?

Websites like epodunk.com, mondotimes.com and congress.org/congressorg/dbq/media can help you answer some of these questions.

*For assistance identifying media outlets in your local market, please contact NBWA's Communications and Public Affairs Department at 800-300-6417.*
Here is a quick chart to help you decide which news media may be interested in your story:

**Print**
- *Format:* Longer stories, more depth
- *Visuals:* Often feature photos or graphics
- *Reporters:* Generally have specific beats (i.e. business, community, food & beverage, etc.)
- *Story Idea:* Announcement, employee profile, community involvement or economic contributions

**Television**
- *Format:* Visual, short, dramatic, dynamic
- *Interviews:* Live or taped
- *Visuals:* Background footage that is interesting, colorful and interactive
- *Reporters:* Typically generalists
- *Story Idea:* Warehouse tour, onsite interview or other strong visual hook

**Radio**
- *Format:* Generally short soundbites, short stories
- *Talk Radio:* Long format
- *“All News” Stations:* Longer stories, allow for more depth
- *Non-news Stations:* Often read wire copy or newspaper articles, most don’t produce their own news
- *Story Idea:* Business feature or local community involvement, have an audio or news hook

**Digital & Social**
- *Format:* Long and short stories, can include video and graphics
- *Instant transmission*
- *Regularly updated; you can affect it*
- *No filter*

**Locating Reporter Contact Information**
Once you have determined which news outlet you’d like to target, the next step is to research which of their reporters have covered related topics. This can be done using the search feature of the news outlet’s website or through a Google News search. Work to find a reporter who you think would be interested in your business or the beer industry – for example, someone with an interest in local businesses, food and beverage and community news.

After identifying the reporters you’d like to pitch, look at the outlet’s website to see if there is contact information or email addresses listed on the “Contact Us” page. If information is limited, call the outlet’s main phone number and ask to speak directly with the reporter. To find a list of beer blogs in your state, visit http://beerbloggersconference.org/directory.