

Media List Planner

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans a targeted media list for a story — the types of outlets, beats and journalist profiles to approach, tiered by priority, with research pointers. Use it before outreach. For the pitch use the Media Pitch Writer.

Purpose of this tool & output

Build the right target-journalist list

How the output is used

Use it to build the right target-journalist list — a media list mapped to your story and the outlets that cover it.

Important cautions

Build and maintain your own compliant contact list; respect opt-outs.

Companion documents

- PR Strategy Builder
- Press Release Writer
- Media Pitch Writer
- Crisis Communications Plan
- Thought Leadership Content
- Award Entry Writer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.