



Media Relations Resources

Below is a list of resources that can be used to enhance and improve media relations efforts effectively and efficiently. Some are paid and some are free, but they are all geared towards connecting you with the best contacts in the media.

Free Resources

ExpertTweet. Created about two years ago by journalistics.com, ExpertTweet is a free tool where you can tweet your request for additional resources. The message goes out to about 3,000 ExpertTweet followers, although the number of members is still growing. It's a similar concept to HARO, but limited to reach the ExpertTwitter realm.

<http://www.experttweet.com/>

MediaSync. Recently launched by mBlast, MediaSync is a free media service that allows you to efficiently find the best influencers for a particular market and determine which outlets and contacts reach them. With a database that consists of more than 500,000 media contacts and 9 million articles and blogs, you can easily search for contacts and opportunities, including editorial calendars.

<http://www.mediasynconline.com/>

Press Kit'n. This is a free service that allows you to build a social media newsroom, customize it, share and edit your content, and track your releases.

<http://presskitn.com/>

NewsBasis. This resource works to help journalists improve their targeting of sources. As your media relations tool however, you can create a profile to the database and position yourself for more interview opportunities.

<http://newsbasis.com/>

PressWiki. As a media database that anyone can edit. The quality of information is the responsibility of those who go on there, register, and update the contacts. The database includes information about reporters, editors, publishers, and news directors. Currently, WikiPress features information for almost 50,000 reporters and media outlets.

<http://www.presswiki.org/>

MediaOnTwitter. Use this comprehensive database to find journalists and their twitter handles. It's free, set up as a wiki, and offers a wide variety of contacts since many journalists have a twitter account. There are similar lists like MuckRack and JournalistTweets (by Cision) that are great for finding journalists on Twitter.

<http://www.mediaontwitter.com/>



HARO. It stands for Help A Reporter Out and is a free service that sends its members 3 emails a workday with journalists looking for sources to interview. If you have a source that fits what they are looking for, you simply reply to the reporter with the relevant information.

<http://www.helpareporter.com/>

Paid Resources

ProfNet. Created by PRNewswire, ProfNet works the same way HARO does to connect communicators and sources. It also offers the opportunity to browse through a database of over 30,000 expert profiles.

<https://profnet.prnewswire.com/>

Match Point. This resource saves you time in finding relevant journalists. It works like a search engine, by allowing you to paste your pitch into a search box and find the reporters who are writing about what you're pitching. It costs \$100 a month, but you can register for a free 10-day trial before committing.

<http://www.prmatchpoint.com/matchpoint.html>

NewCertified Exchange. This pro-journalist service is ideal for someone who is looking to build a national or international brand. It's a searchable database for journalists who are looking for interview-ready experts and story ideas. Experts, who have met the editorial board requirements, can be added to the database for a fee.

<http://www.newscertified.com/>

PitchEngine. As a social media release service, you can create, distribute, and track your news across social media portals. Pitch engine allows you to spread the word about a business, event, or organization to your social network. This service costs between \$39-\$999 a month depending on your business and how many people you want to reach, but you can also sign up for a 30-day trial before committing to a plan.

<http://www.pitchengine.com/>

Cision. This on-demand PR solution includes a media database, press release distribution, media monitoring and analysis.

<http://us.cision.com/>

Vocus. This is a paid software for public relations management that fully integrates all aspects of PR, including media database, press release distribution, and news and social monitoring and analysis into one platform.

<http://www.vocus.com/>



BurrellesLuce. This is another paid service that incorporates media contact database, monitoring, and analysis into one.

<http://www.burrellesluce.com/>

PRNewswire. PRNewire includes press release distribution, audience targeting and analysis, online engagement (SEO, social media, and web hosting), and Investor relations services, which includes communications, intelligence, and compliance.

<http://www.prnewswire.com/>

BusinessWire. Members can use this powerful press release distribution network and search engine optimization platforms to guarantee that your content reaches a wide audience.

<http://www.businesswire.com/>

Marketwire. Another paid service that offers press release distribution, media contact management, multimedia, media monitoring services and other workflow solutions for public relations, investor relations, journalists and other communications professionals.

<http://www.marketwire.com/>