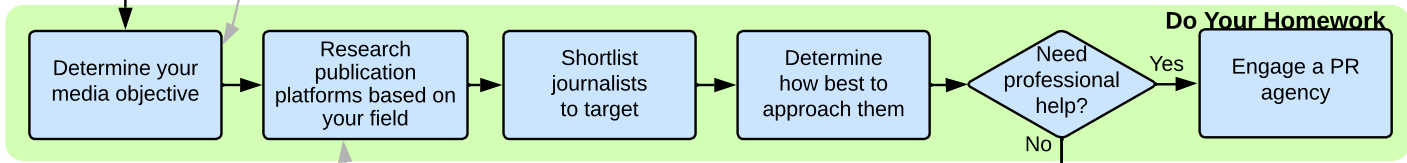


There are many ways to contact a journalist. This blueprint presents three options for you to choose from. Generally, you should not email a journalist *unless* their email address has been published or has been given to you *personally by them*.

Prepare a Media List

- Options:
- Where do you want to be seen or heard?
  - Which media is your avatar most likely to interact with?



- To research:
- Visit the website
  - Read print article masthead
  - Look for newspaper byline

Use this approach if ...	
<b>Direct</b>	the journalist has listed their email address
<b>Twitter</b>	the journalist has published their Twitter handle but not their email address. Use their handle to request their email address
<b>LinkedIn</b>	you cannot contact the journalist by any other means. The LinkedIn method takes longer and may not produce the desired outcome.

