Making Contact

To help you decide which media you may contact, review the following tips:

- **Identify the press in your area** — This may include one or more newspapers, magazines, TV or radio programs. Whom do you read or listen to regularly? Are there any local journalists who cover science or anthropology-related topics? Contact those local journalists.

- **Identify other key contacts at each news organization** — You may be able to find lists of whom to contact on newspaper, TV, etc., Web sites. Otherwise ask for or identify who the following key staff are at each organization:
  - Daily newspaper — City or metro editor
  - Weekly and other nondaily newspapers — Editor or news editor
  - Magazine — Senior editor(s)
  - TV — Assignment editor or producer
  - Radio — News director or producer

- **Explore media guides** — Your local library should carry a copy of the News Media Yellow Book or similar directory; ask your local librarian for assistance. Visit NewsLink on the Web, http://newslink.org/; this site lists news organizations by type and location. Check your local phone directory for news organization lists.

- **Ask a media relations specialist** — AAA Media Relations staff can advise you on identifying media contacts; call 703-528-1902, ext. 3039. Also, if you work for a college or university, you may contact your institution’s public relations department for additional assistance.