What types of contacts do you have with the press? (e.g., paper, online and social media) Use this table to assess your media relationships.

PRESS CONTACT	OUTLET	HOW WE COMMUNICATE: ACTIVE (CALL, MEETING) OR PASSIVE (PRESS RELEASE, SOCIAL MEDIA)	FREQUENCY OF CONTACT: DAILY, MONTHLY, RARE
James Eller	*WBIZ*	*Active—phone call*	*Monthly*

Use this table to assess your social media outlets.

SOCIAL MEDIA OUTLET	ACCOUNT	FREQUENCY OF POSTING—DAILY, WEEKLY, MONTHLY, OCCASIONALLY
Twitter		
Facebook		