



Cision’s dedicated media research team ensures our media contact database of more than 1.4 million journalists, outlets and opportunities is up to date with millions of annual updates.

OFFICES ON  
**FOUR**  
CONTINENTS

FLUENT IN  
**20+**  
LANGUAGES



## Building & Preserving Journalist Relationships

- NOTIFY JOURNALISTS of their inclusion in our database based on data protection regulations
- WORK WITH JOURNALISTS to tailor their listings and incorporate pitching tips
- HONOUR “EDIT” AND “REMOVAL” REQUESTS
- JOURNALIST JOBS BOARD help journalists find the latest media roles via [cisionjobs.co.uk](https://cisionjobs.co.uk)
- COMMUNICATE AND CONGRATULATE journalists publicly on social media and via our Media Moves newsletter
- SUPPORT OUR MEDIA THROUGH SPONSORSHIP & PARTNERSHIPS: Women in Journalism, Journalists’ Charity, Society of Editors



## Team of Experts

### AVERAGE TENURE:

- 5 Years

### PROFESSIONAL EXPERIENCE:

- Public Relations
- Journalism
- Marketing
- Communications

### IN ADDITION:

- Actively freelance and blog for media outlets



## Sourcing Media Updates

We receive, and scout, updates on media moves from a variety of sources, including:

- JOURNALISTS:
  - ◆ E-mail to researchers
  - ◆ Tweet/DM
  - ◆ Cision.com contact form
  - ◆ Phone
- CLIENT SUBMISSIONS VIA:
  - ◆ Cision Communications Cloud
  - ◆ Email
  - ◆ Phone
- MONITORING INDUSTRY WEBSITES
- SOCIAL MEDIA LEADS
- MEDIA NEWS RELEASES
- REGULAR UPKEEP OF CONTACT INFO



## Quality Control

To ensure top-quality data lists, blogs, freelancers, and media outlets must meet certain requirements to be included, such as:

- BLOGS:
  - Recently and regularly updated
  - Clear topics of coverage
- FREELANCERS:
  - Recent bylines (confirmed by our team)
  - Clear areas of interest for coverage
- OUTLETS:
  - Differentiation between sponsored v. editorial
  - Content easily identifiable
  - Clear topics of various beats



## Where to Find Us

On top of making over 20k updates a day to our media contacts, we provide our voice and insight to many other projects.

### CURATE AND EDIT

the daily Media Moves Newsletter

### OVERSEE

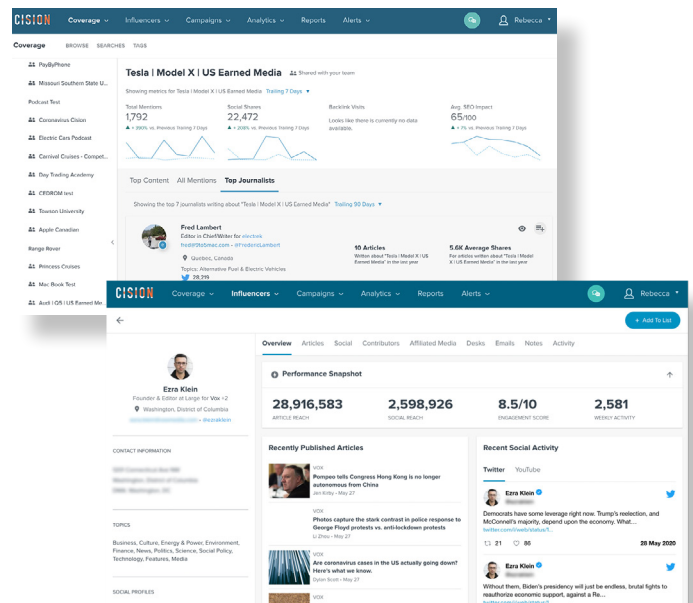
@Media\_Moves and @UKMedia\_Moves Twitter accounts

### CONTRIBUTE RESEARCH

to Cision's annual State of the Media Report

### CO-HOST

client-facing Cision webinars



**NOTE:** Social media is used as a reference point but not sole determining factor of authentic outlets, journalists, or bloggers. All information is fact checked.