



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
- 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

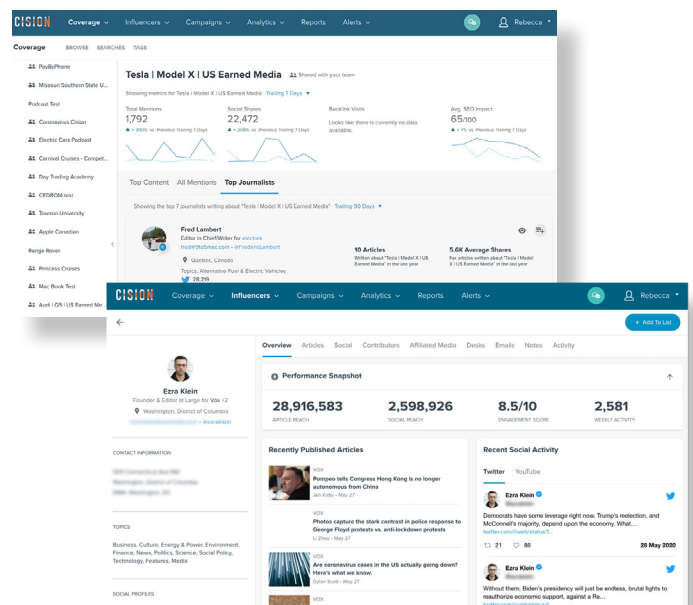
@Media_Moves and @UKMedia_Moves Twitter accounts

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.