

# REPORTER TRACKER

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THE EXCEL TEMPLATE



**CALIFORNIA TOBACCO  
ENDGAME CENTER FOR  
ORGANIZING AND ENGAGEMENT**  
A project of the American Heart Association.

A	B	C	D	E	F	G	H	I
Last Name	First Name	Outlet Type	Outlet Name	Subject Areas	Phone	Email	Social Media Channels	Notes
Wick	Julia	Newspaper	Los Angeles Times	City Hall, Politics	555-555-5555	julia.wick@latimes.com	<a href="https://x.com/sheerlyholmes">https://x.com/sheerlyholmes</a>	
N/A	N/A	TV	KTLA	Health & Public Safety	323-460-5500	ktla@ktla.com	<a href="https://x.com/ktla">https://x.com/ktla</a>	

**Column A/B:** Enter the reporter's full name.

**Column C:** What kind of media outlet: TV? Newspaper? Online Blog? Newsletter?

**Column D:** Enter the name of the news outlet. (e.g. Los Angeles Times, KCRA TV, KQED Public Radio, Fresno Bee, Contra Costa Times, etc.)

**Column E:** Provide details about the specific subject areas that a reporter regularly covers such as crime, education, health, and others. Remember that some reporters cover multiple subjects.

**Column F/G:** Enter your contact's contact information. Being able to communicate with reporter directly by call or text can mean the difference between earning media coverage or getting lost in the shuffle. Identify their preferred methods of communication and make sure to respond promptly if reporter shows an interest in your story.

**Column H:** If relevant, add the reporter's most-used social media platform here. Typically, that will be X.com accounts.

**Column I:** Enter any details important to highlight, including whether or not they have a personal connection to tobacco prevention issues and how favorable they are to our cause.