



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
- **HONOR "EDIT" AND "REMOVAL" REQUESTS**
- **COMMUNICATE AND CONGRATULATE** journalists publicly on social media



## 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 Media Moves Newsletter

### OVERSEE

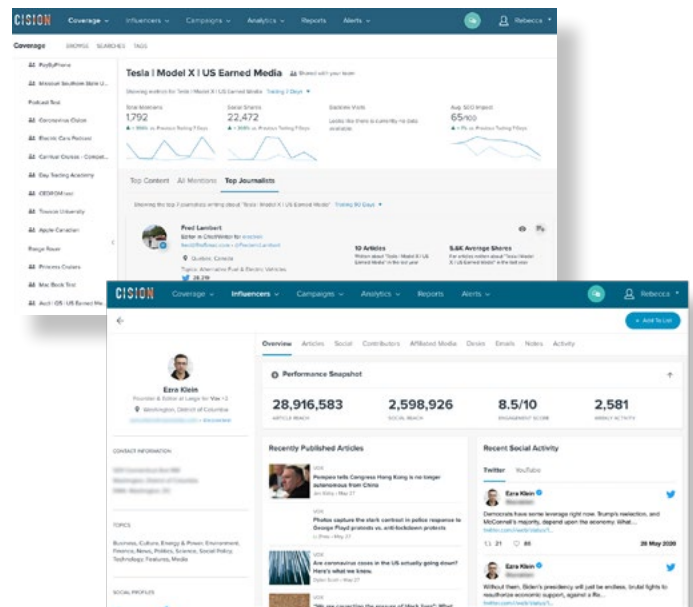
@Media Moves and @UKMedia Moves Twitter accounts

### 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.