Media Tracking Form

Media Outlet (station/publication, etc.)	Contact Person	Contact phone	Contact eMail	Media Type print, web, TV, radio, blog, etc.	Estimated Audience Size	Advisory sent (y/n)	Press Release Sent (y/n)	Follow up call made (date)	Coverage received	Notes/Comments
The Daily Sample	Mr. John Q. Public	202-555-1212	jqp@thedailysample.com	Newspaper	100,000	Y	Y	12/15/2007	Pre-event and post event article	Keep in touch for 2009 project. John's birthday is 2/30/66.