

Creating, Finding, Managing & Exporting Media Lists with Connect

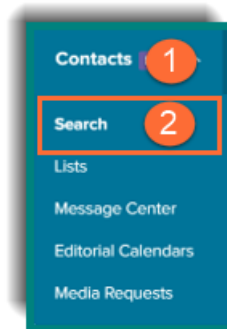
Last Modified on 02/01/2023 11:14 am CST

Creating Media Lists

Saving Contacts to a Media List is helpful to send email announcements and personalized pitches to media contacts and outlets. By saving contacts in a list, you can send further outreach to contacts who engage with your pitches.

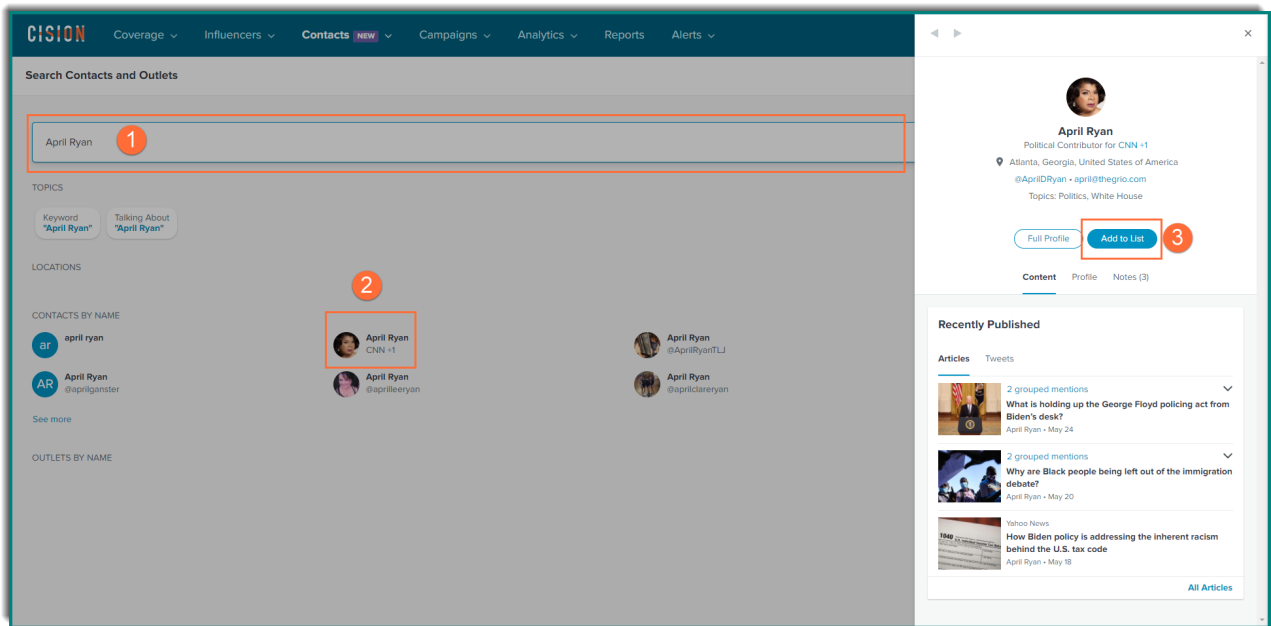
Accessing Contacts:

1. Click on the *Contacts tab*.
2. Select the *Search option* in the dropdown.



Adding a Single Journalist/Outlet to a List:

1. To add a single journalist or outlet to a list, *type the media contact/outlet name or a topic, keyword or location* into the *Search Bar*.
2. *Click on the Eye icon* of the correct journalist or outlet to open the *Mini Card* (will show up on the right). Alternately, you can click on the *New Tab icon* to open the full profile.
3. Click on *Add to List*.

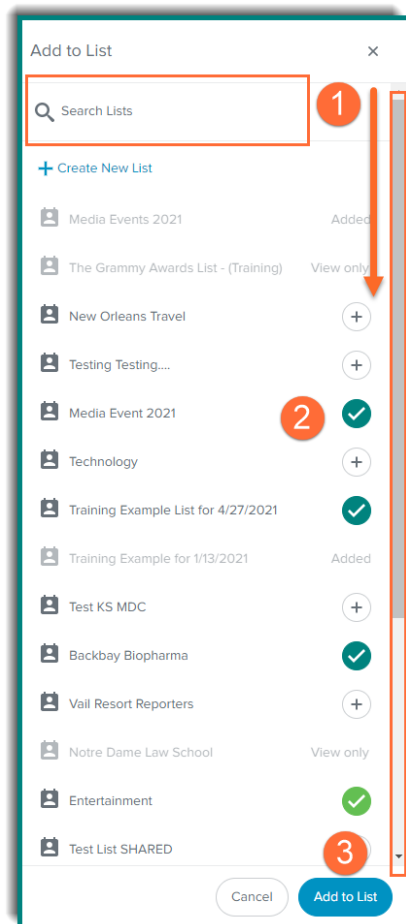


To add a single journalist to an existing list:

1. Scroll through the list of Contact Lists or Search for a list by name (You must type in at least 4 characters to search).

2. Click on the list(s) you would like to add the journalist to.

3. Click on the Add to List button.

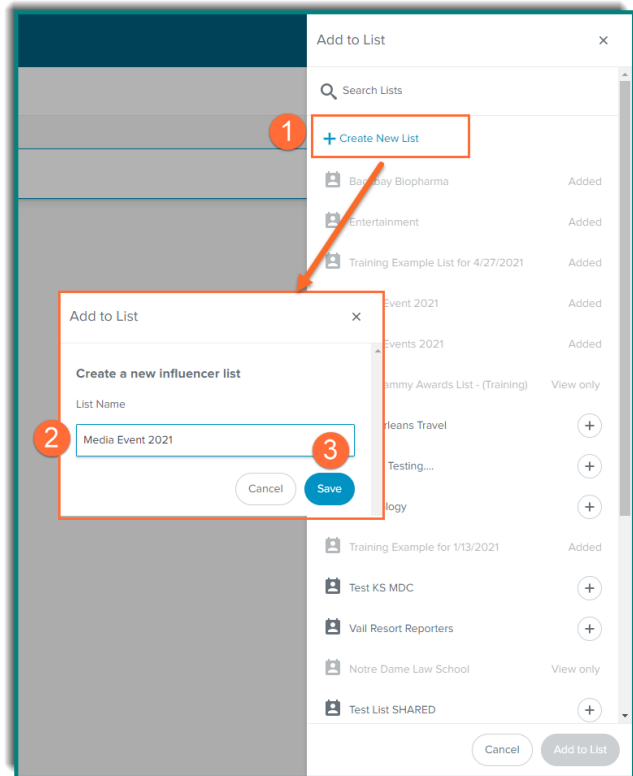


To add a single journalist to a New List:

1. Click on the *+ Create New List link*.

2. *Type in the name of the new contact list you wish to create.*

3. Click the *Save button*.



Adding Multiple Media to a List:

1. To add multiple media outlets or influencers to a list at one time, you will start by searching for the *Topic, Keyword or Location* you want included in a media list. [For more information on how to search for contacts, click here.](#)
2. Once you are on the results page, use the *checkboxes along the left* to select the media outlets or contacts you want to add. Select the *checkbox at the top* to select all media outlets or contacts on that page (50 contacts).
3. If you want to select all contacts or outlets in the list, use the *Select All checkbox* at the top, then click the *Select All button in the blue window*.

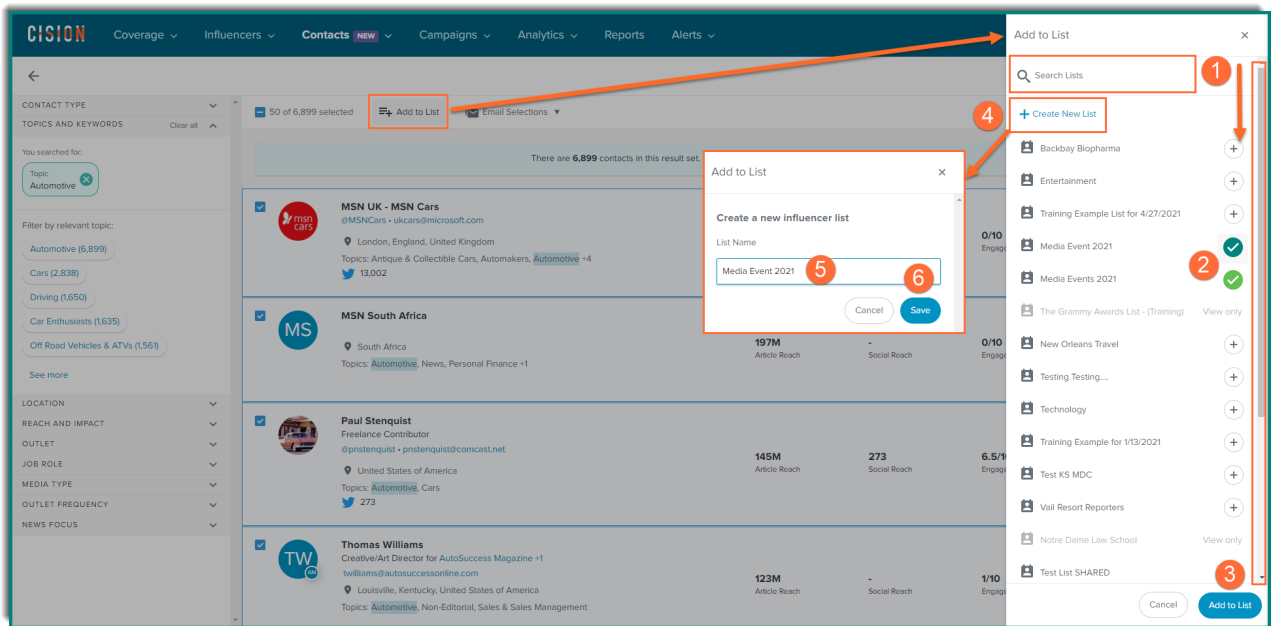
The screenshot shows the Cision Contacts interface. The top navigation bar includes 'Coverage', 'Influencers', 'Contacts NEW', 'Campaigns', 'Analytics', 'Reports', and 'Alerts'. On the left, there are filters for 'CONTACT TYPE', 'TOPICS AND KEYWORDS', and 'Filter by relevant topic'. The main area displays a list of contacts with columns for 'Article Reach', 'Social Reach', and 'Engagement Score'. Three red circles with numbers 1, 2, and 3 are overlaid on the image. Circle 1 is on the search bar containing 'Automotive'. Circle 2 is on the 'Add to List' button. Circle 3 is on the 'Select all 4,434' button.

To add to an existing list, click on Add to List:

1. Scroll through the list of Contact Lists or type in the name of a contact list in the search bar (You must include at least 4 characters in the search).
2. Select the name of the list(s) you want to add the contacts to.
3. Click the Add to List button.

To create a new list, click on Add to List:

4. Click on the + Create New List link.
5. Type in the name of the list you want to create.
6. Click Save.

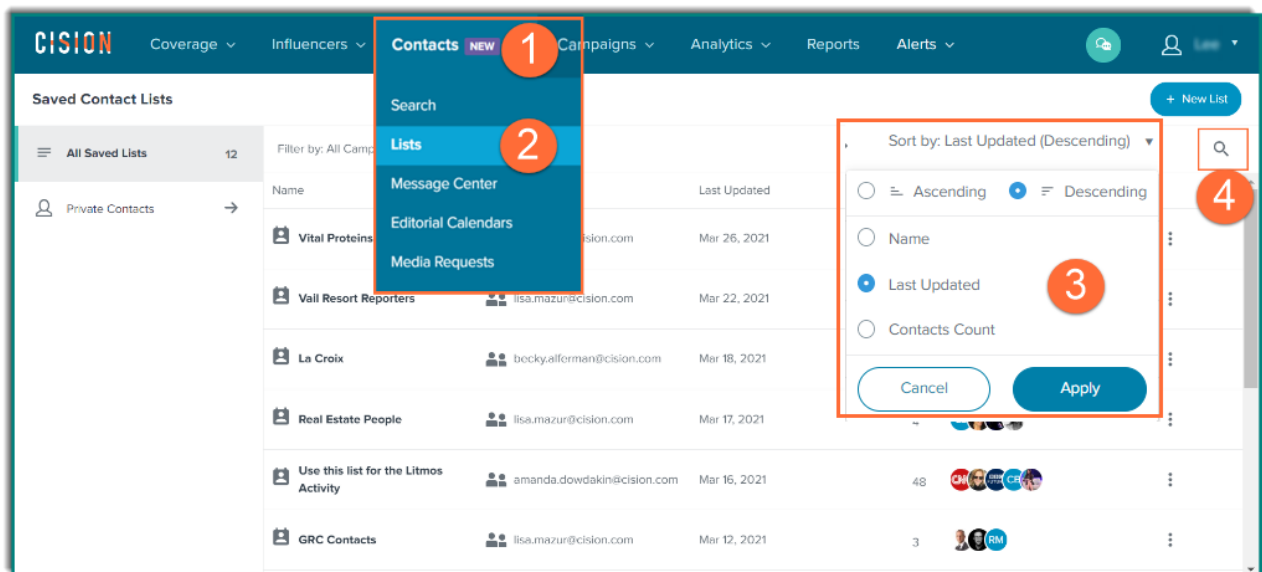


Searching for Media Lists

1. Navigate to the *Contacts* tab.
2. Select *Lists*.
3. Select the *Sort by* option to sort lists in ascending or descending order by :
 - *Relevance*
 - *Name of the list*
 - *Date the list was Last Updated*
 - *The number of Contacts Count for the list*

OR

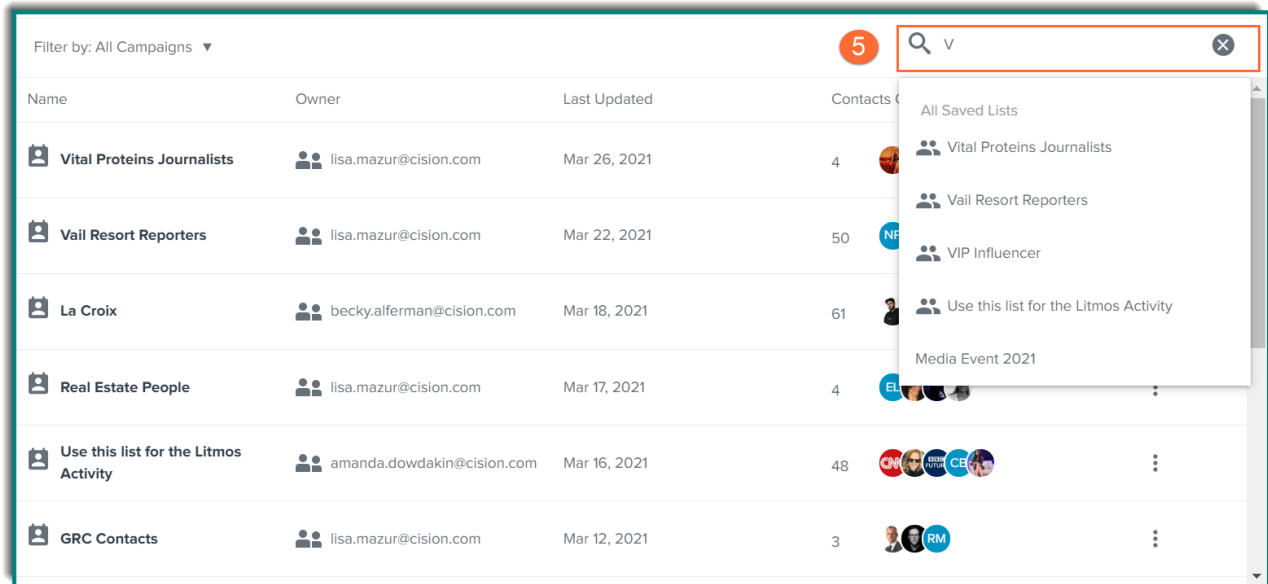
4. Click on the *magnifying glass icon* in the upper-right hand side of the lists.



5. Type in the name of the list you would like to view and up to 5 matching list names

will appear upon text input.

NOTE: You are able to search for lists created by you or those that have been shared with you!



The screenshot displays a user interface for managing media lists. At the top left, there is a filter dropdown set to "All Campaigns". A notification badge with the number "5" is visible. A search bar contains the letter "v", and a dropdown menu is open, listing "All Saved Lists" and several specific lists: "Vital Proteins Journalists", "Vail Resort Reporters", "VIP Influencer", "Use this list for the Litmos Activity", and "Media Event 2021".

Name	Owner	Last Updated	Contacts
Vital Proteins Journalists	lisa.mazur@cision.com	Mar 26, 2021	4
Vail Resort Reporters	lisa.mazur@cision.com	Mar 22, 2021	50
La Croix	becky.alferman@cision.com	Mar 18, 2021	61
Real Estate People	lisa.mazur@cision.com	Mar 17, 2021	4
Use this list for the Litmos Activity	amanda.dowdakin@cision.com	Mar 16, 2021	48
GRC Contacts	lisa.mazur@cision.com	Mar 12, 2021	3

[Click here to learn how to Manage your Media Lists](#)