

Ainsley MacDougal

Master Media List

Contact 1: Print: Reporter or editor of a national magazine

Media Type: Print/Magazine

Outlet: Dogster Magazine

Contact Name: Jason Mailliard

Job Title: National Advertising Director, Print and Digital

Beat: Dog Health and Care

Email: JMalliard@belvoir.com

City/State: San Francisco, California

Your rationale for this contact choice: “Dogster” contains many advice articles and informational content. They advertise high end products. I think the readers of “Dogster” are interested in providing the utmost care to their pups. I wish the magazine covered both dogs and cats so it could better relate to “Fur Ever Homes”, however, I still find it relevant and think it would draw the right attention. The magazine seems to be targeted for people who already own dogs and want to provide them with the best care, activities, grooming, toys, etc. I like that the magazine isn’t tacky or showy and is centered on what’s truly best for your pet. I think this is in line with “Fur-Ever Homes” values and would make a great contact for national coverage.

Contact 2: Reporter or editor of a national newspaper

Media Type: National Newspaper

Outlet: Chicago Tribune

Contact Name: Mitch Pugh

Job Title: Executive Editor

Beat: public service journalism

Email: mpugh@chicagotribune.com

City/State: Chicago, Illinois

Your rationale for this contact choice: The newspaper is very popular and provides nation-wide coverage. Their section titled “Pets of the Week” showcases adoptable animals therefore relevant

to “Fur-Ever Homes”. Since the audience of The Chicago Tribune is so massive, there are all kinds of readers with various interests. A good title for the “Fur-Ever Homes” spread could easily grab the attention of someone looking for pet care or to adopt.

Contact 3: Broadcast: Producer of national news or talk show

Media Type: Broadcast--National News of Talk Show

Outlet: Good Morning America (ABC News)

Contact Name: Vanessa Weber

Job Title: Senior Producer

Beat: consumer and investigative

Email: no email listed. Phone is 212-456-7000

City/State: New York, NY

Your rationale for this contact choice: Good Morning America has a large female audience who I think would be more interested in adopting and pampering their pets than men. It is the number one morning show in the country and reaches millions of Americans. It’s also the number one most social morning show with lots of engagements on social media which would provide additional attention. It is relevant because they have “Pet of the Week” videos on the show and often feature funny clips of pets. They also have reported on shelters for homeless pets, how pets have helped during the pandemic, veterinary rehabilitation, tips for pet owners right now, and so much more. I chose them as an outlet since they seem to cover animals and animal-lovers often. They even did a segment when their co-anchor adopted his dog.

Contact 4: Web: Writer for a widely followed blog

Media Type: Widely Followed Web Blogger

Outlet: The Dodo

Contact Name: Lauren Taylor

Job Title: writer contributor

Beat: Pet grooming, adoption, and answers to questions

Email: comms@groupninemedia.com

City/State: New York, NY

Your rationale for this contact choice: This blog is very popular with over 4 billion monthly views and 20 million likes on Facebook. The site is monetized and has ads for both products and services. There are new blog posts very often and readers can interact in the comment section or on social media. I think this is the right site to pitch “Fur-Ever Homes” to because of the overall content that is written. I like that there is a tab on the site specifically for pet adoption. There are many articles that cover adoption and pet grooming as well.

Contact 5: Radio: Program director for a national radio show

Media Type: National Radio Show

Outlet: NPR All Things Considered

Contact Name: Tayla Burney

Job Title: Programming and Production at NPR

Beat: stories and books

Email: tayla.burney@gmail.com

City/State: Washington, D.C.

Your rationale for this contact choice: I think this would be the best national coverage in the form of talk radio because it isn't specific to a particular subject. I would pitch in hopes of a feature on the “Fur-Ever Homes”. NPR is a popular, daily show and reaches listeners all over the country. They speak on a variety of issues and topics.