VIVA! Communications – media lists

Google sheets login:
vivacommsau@gmail.com
Vivacomms2020

Master media list:
https://docs.google.com/spreadsheets/d/1SzEAI1duGAPfrLvNv3QrLieByr77qCf7Yy_FBFG470s/edit?usp=sharing

Medical media lists:
1. Open VIVA! Master media list
2. Open 'MEDICAL' tab
3. Copy and paste entire page onto new Google sheet
4. Always make sure you are following directions from whoever asked you to create the media list and including what is required e.g., GP media, healthcare media, industry media, etc. and excluding what they have specified e.g.,
5. Clear notes and VIVA! follow up columns on the Google sheet
6. Use pink or blue to fill in the headings/subheadings
7. Include bccs listing journo emails underneath sector with each email separated by a semicolon
8. Send to who asked you to create the list

News coverage media lists:
1. Search on Telum or VIVA!'s master list which journalists or location you have been asked to produce a list for
2. List them on your new campaign list that you have created

Formatting notes:
1. Always use pink or blue to highlight headings and subheadings
2. Make sure there is a gap spacing between each list media sector that is unmerged
3. Make sure all populated cells have all borders
4. Bcc's included for all media sectors
5. Include confirmed interview schedules at the top/beginning of the list

Examples:
GenesisCare Wide Bay media list 2023
https://docs.google.com/spreadsheets/d/1zfiELrKO4Z9Rr0szY9CtvuGB29pYNzxDvKfEYa-mFeY/edit#gid=0
PEN CS 2023 Media List
https://docs.google.com/spreadsheets/d/1V1LnYnWHW6tIkBu5FAUQS8hPsG3TFexi_7YckrkA_ds/edit?usp=sharing