

Media list *example*

Example only: every outlet, journalist and company here is fictional, and every email address is a placeholder.

Outlet	Section or beat	Name	Role	Email	Location	Recent article	Story to pitch	Last contacted	Status	Next step	Notes
Austin Business Weekly (example)	Startups and small business	Priya Shah	Reporter	priya.shah@austinbiz.example	Austin, TX	Clinics losing front-desk staff (Oct 2026)	Pilot data: 62% of cancellations refilled	2026-11-03	Interested	Send clinic data by 2026-11-06	Prefers data first; no calls before 10am
Dental Practice Today (example)	Practice management	Marcus Lee	Editor	editor@dentalpractice.example	Remote	Scheduling tools roundup (Sep 2026)	Practice manager interview	2026-11-03	Pitched	Follow up once on 2026-11-10	Runs reader case studies monthly
Health Tech Review (example)	Healthcare software	Ana Ruiz	Senior writer	ana@healthtechreview.example	Denver, CO	Patient no-shows and text reminders (Aug 2026)	How the waiting list works	2026-10-27	Followed up	Close if no reply by 2026-11-07	
Texas Founders Podcast (example)	Founder interviews	Sam Okoro	Producer	bookings@texasfounders.example	Houston, TX	Episode with a clinic owner (Jul 2026)	Founder story: from front desk to software		Not contacted	Pitch after launch day	Books guests about eight weeks ahead
Small Practice Weekly (example)	Independent clinics	Grace Kim	News editor	news@smallpractice.example	Chicago, IL	Staff shortages survey (Oct 2026)	Launch news	2026-11-12	Covered	Thank her; share the piece	Covered launch on 2026-11-12
City Desk Daily (example)	Local business	Owen Hart	Reporter	owen.hart@citydesk.example	Austin, TX	New Austin employers (Sep 2026)	Local hiring angle	2026-10-20	Declined	Try again with the hiring news in 2027	Not covering software this quarter

Status values: Not contacted, Pitched, Followed up, Replied, Interested, Covered, Declined, Do not contact.

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