

MUCK RACK

CASE STUDY

Mother Jones

LEARN HOW *MOTHER JONES*, AN AWARD-WINNING NONPROFIT INVESTIGATIVE NEWS ORGANIZATION, USES MUCK RACK TO:

- Pitch and engage with top-tier media through Muck Rack's database.
- Craft powerful media lists focused on radio and TV journalists and producers.
- Monitor mentions of *Mother Jones* and the publication's journalists in the news.

AFTER USING MUCK RACK, DIRECTOR OF COMMUNICATIONS STRATEGY BRIDGET BOTELHO SAYS:

"Muck Rack is an incredible timesaver. It has really allowed me and my small team to integrate monitoring and searching into our daily workflow in a way that enhances the process. It allows us to be super strategic and saves us a lot of time."



ABOUT *MOTHER JONES*:

Mother Jones is a reader-supported nonprofit news organization and the winner of the American Society of Magazine Editors' 2017 Magazine of the Year Award. Its staff does independent and investigative reporting on everything from politics and climate change to criminal justice, education and food. Headquartered in San Francisco, and with bureaus in Washington, DC and New York City, *Mother Jones* doesn't answer to stockholders, a corporate parent company, or a deep-pocketed donor. Instead the nonprofit newsroom is accountable to, and funded by, its readers.



IN THEIR OWN WORDS:

Mother Jones' Favorite Muck Rack Features



SEARCH

I find Muck Rack's search function to be really intuitive.

Because *Mother Jones* is also a media outlet, my pitching strategies can be a bit unique. I mostly pitch radio and TV producers, in efforts to expand the visibility and reach of our reporting. That means, it's even more important for me to be able to identify radio and TV producers. It's incredibly helpful to be able to search for a specific producer at an outlet or program especially if I am looking to get stories out in a particular geographical region. I'm able to hone in on the best TV and radio programs to get to an audience that really cares about a specific topic or issue. In addition, Muck Rack's database is nearly always up to date, which is helpful in identifying new producers at certain programs, or others who have moved on to working at other outlets.

My job is also unique in that I'm often doing outreach for our stories to other journalists. I think of this more as "soft pitching" because my intent is more so to get our stories on their radar. Therefore, we also use search to find journalists covering certain beats or topics. Our reporters and editors often have strong social media preferences and are talking to these journalists, so it's helpful to be able to see who is already sharing our work, or identify other journalists with whom we want to be in contact.



MEDIA MONITORING AND ALERTS

My communications fellow and I use Muck Rack every single day. Each morning, we open the platform to see how *Mother Jones* has been mentioned in other reporting. Because our team often does deeper dives and longform reporting, it's been interesting to see how other journalists cite our coverage. Our team uses Slack, and we have a channel called "Impact Chat" where we share the best ways our reporting has been mentioned in the media or when we're included in industry coverage. Muck Rack makes it easy to hone in on how our work is showing up in the world and to see how folks are talking about our reporting. In addition, because we're a nonprofit organization, it has been helpful for our fundraising team to know how we're being mentioned in the news and the impact our stories make.

I also have Muck Rack Alerts sent to me multiple times a day to see stories that might need immediate response, and use saved searches and coverage reports to quickly review recent coverage.

We also use Muck Rack to track specific *Mother Jones* journalists and how they are mentioned in the media. For example, a senior reporter, Shane Bauer, published two major investigative pieces in 2016. I set up an alert for his name, in addition to our usual *Mother Jones* search terms, to make sure we picked up on all the conversation around these investigations. It was super easy to track and pick up on the TV and radio interviews that Shane did, in addition to other media mentions of his reporting. General *Mother Jones* alerts also pick up most of these stories, but our reporters, who are also thought leaders and experts in the topics they report on, often get mentioned in a variety of ways. The monitoring and reporting features in Muck Rack help us track it all. And before Muck Rack, we had to do a lot of this type of work manually.

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Five Fast Questions

WITH BRIDGET BOTELHO, DIRECTOR OF COMMUNICATIONS STRATEGY,
MOTHER JONES

1. IF YOU HAD TO EXPLAIN HOW YOU USE MUCK RACK TO SOMEONE IN A 140-CHARACTER TWEET OR A 10-SECOND SNAPCHAT STORY, WHAT WOULD YOU SAY?

"Muck Rack is a platform through which journalists and communicators can build insightful and effective relationships."

2. WHAT WOULD YOU TELL OTHER COMPANIES CONSIDERING USING MUCK RACK?

I would tell other companies that if they truly want a platform that can be really responsive to their needs to use Muck Rack — especially folks who are looking for communications resources that are so much more valuable in today's media landscape.

3. HOW HAS PR CHANGED IN THE PAST SEVERAL YEARS? HOW HAS MUCK RACK HELPED YOU KEEP UP?

The industry has changed in a lot of ways. It's not as simple or cut and dry as just going to pitch any journalist or producer. It's important to stay in tune with who is moving in and out of what outlets, programs and reporting beats. It's incredibly important to have a system that updates along with an industry that is changing so fast.

Also, the types of coverage and content that people look for is changing. For us, we're often reporting on super specific topics, or unpacking bigger political issues. So outreach can be challenging unless you're using a platform that can tell you which journalists care or are also talking about these issues.

4. HOW WOULD YOU DESCRIBE YOUR EXPERIENCE WITH MUCK RACK IN THREE WORDS?

Intuitive, informative and customizable

5. WHAT WOULD YOUR JOB BE LIKE IF YOU DIDN'T HAVE MUCK RACK?

It would be super tedious. Definitely not as strategic and probably much more confusing.

"Since day one, Muck Rack's customer success team has been incredible. They're extremely responsive and accommodating, and it's so nice to chat in real time within the platform. There are other platforms where it's difficult to get a hold of someone, so it's really nice to have a point person."

— BRIDGET BOTELHO, DIRECTOR OF COMMUNICATIONS STRATEGY, *MOTHER JONES*

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ABOUT MUCK RACK

Find the right journalists for your story, send customized pitches, collaborate with your team, and quantify your impact with Muck Rack, the powerful, easy-to-use PR software platform.

Muck Rack enables you to discover the best journalists to pitch on any story based on their profiles in our extensive media database, or through our comprehensive search engine covering the articles they've written and the content they share on social media. Build precisely-targeted media lists that are automatically kept up-to-date, saving you from the burden of legacy media databases or manually-updated spreadsheets. Measure your impact with Muck Rack's reporting and graphing features.

Used globally by Fortune 500 companies, brands and agencies as an essential component of their communications strategy, Muck Rack enables public relations professionals to accomplish more and prove their impact.

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