



# Media Requests – A User’s Guide




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## How to register for a Media Request account

1. Click here to visit [www.gorkana.com/journalist-services/media-requests/](http://www.gorkana.com/journalist-services/media-requests/)
2. Click on **Create Account** in the right menu and enter your details as per the screenshot on page 4.



The screenshot shows the Gorkana website's 'Media Requests' page. At the top is the Gorkana logo and a navigation menu with links: PR Products, Journalist Services, Events, Industry News, and Training & Support. The main heading is 'Media Requests' with the subtext 'On deadline and need editorial content?'. Below this is a button labeled 'MEDIAREQUESTS@GORKANA.COM'. A breadcrumb trail reads 'Home > Journalist Services > Media Requests'. The main text describes the free media request service, highlighting access to an extensive PR community for editorial content, case studies, samples, and sources. A list of benefits includes relevance, support, network enhancement, and strong response. Contact information is provided at the bottom left. On the right, there are three buttons: 'SUBMIT A REQUEST', 'LOG IN', and 'CREATE ACCOUNT'. A blue arrow points from a text box to the 'CREATE ACCOUNT' button.

Home > Journalist Services > Media Requests

Gorkana's free media request service allows you access to an extensive PR community where you can obtain relevant editorial content, case studies, samples, sources and much more.

Gorkana's Media Request service can help you get content, samples, interviews and quotes when you're in a hurry and when you need it most. Tap into Gorkana's extensive PR network, which includes FTSE 500 companies, charities, membership bodies, tourist boards, top PR agencies, leading lifestyle brands and many more.

- Relevance. Your requests only go to PRs within the right sector so they can respond to requests for the specific type of content you're after
- Support. If you don't have time to send the request out yourself, our dedicated team is on hand to help out
- Enhance your network. Connect with the right PR once; make a great contact forever
- Strong response. You can count on our PR network to respond quickly – you'll get what you're after

If you have any further questions, our dedicated team is here to help – drop us an email at [mediarequests@gorkana.com](mailto:mediarequests@gorkana.com) or call us on +44 (0)20 7074 2557.

SUBMIT A REQUEST  
LOG IN  
CREATE ACCOUNT

Click here to sign up for an account

3. Once you have clicked on **Create Account** you will be prompted to fill out your details. You can find this on the next page.



## How to register for a Media Request account (continued)

4. Complete the below account creation form to finalise setting up your free Media Request account. Ensure you complete all of the **required fields** marked with a \*.

### Create Account

*Please enter your profile details below. When you create new requests, this information will be included in the request details. You can override these for each request if you wish.*

Title  
Mr

First name\*  
John

Last name\*  
Smith

Job title  
Journalist

Work phone  
01234567

Work email\*  
john.smith@thedailytelegraph.co.uk

Outlet name\*  
...for example 'The Daily Telegraph' or 'Freelance'

Department

Country\*  
United Kingdom

Contact details PRs should use then responding to your requests:  
as above:

☐ Contact phone

☐ Contact email

Submit

Will start auto populating if your Outlet exists in our Database

These are stored as your default Contact Details but can be changed as per your request needs

Tick the box to copy over the details you entered for your Work email / phone

## How to register for a Media Request account (continued)

3. You will see the following confirmation screen after clicking **Submit**

**Thank you for signing up with Gorkana Media Requests.**

We will be in touch shortly to confirm your username and send you a link to set your password. Once you log in, you will be able to...

- Create new requests. The request contact details will automatically be populated with your profile details. You can override those on the individual request or leave them as they are.
- Review your pending, live and archived requests
- Update your profile details

4. Once we have confirmed your details, you will receive an email with a link to your account. You will need to set your password upon activation of your account.



**Gorkana**  
A CISION® company

**Media Requests**  
Tuesday 08 Mar 2016

### Gorkana Media Requests - Login information

Please see below your login information to access Gorkana's Media Request service where you can:

- ✓ View and update your profile contact details
- ✓ View your active and historic requests
- ✓ Create new requests
- ✓ Repeat requests

Username: [ffeditorial@gorkana.com](mailto:ffeditorial@gorkana.com)

[Click here to log in and access your Media Requests](#)

**THE ABOVE LINK WILL EXPIRE IN 24 HOURS**

If you have any questions or need assistance, please contact us using the details below.

Regards,  
The Media Requests Team

Contact us - [+44 \(0\)20 7074 2557](tel:+442070742557) or [mediarequests@gorkana.com](mailto:mediarequests@gorkana.com)

[Terms and Conditions](#)

Once you have created your password, using this link, you're all set to send requests!

## How to reset your password

1. Should you forget your password, please click on ***Having trouble logging in?*** and enter your email address before clicking on ***Submit*** to reset your password.

### Log in to manage your Media Requests and profile

Username

Password

☐ Remember me

Submit

SUBMIT A REQUEST

LOG IN

CREATE ACCOUNT



Sorry, you have entered an incorrect username or password. Please remember that these are case sensitive.



[Having trouble logging in?](#)

### Get help logging in:

Can't remember your login details? Enter your email address below and we will send you an email to reset your password.

Submit

Click here to receive a link to reset your password

## How to reset your password (continued)

2. You will receive an automatic password reset link in an email as shown below:



Please insert the new password and click the Submit button.



Enter a password between 8-20 characters



Passwords must match

Submit

SUBMIT A REQUEST

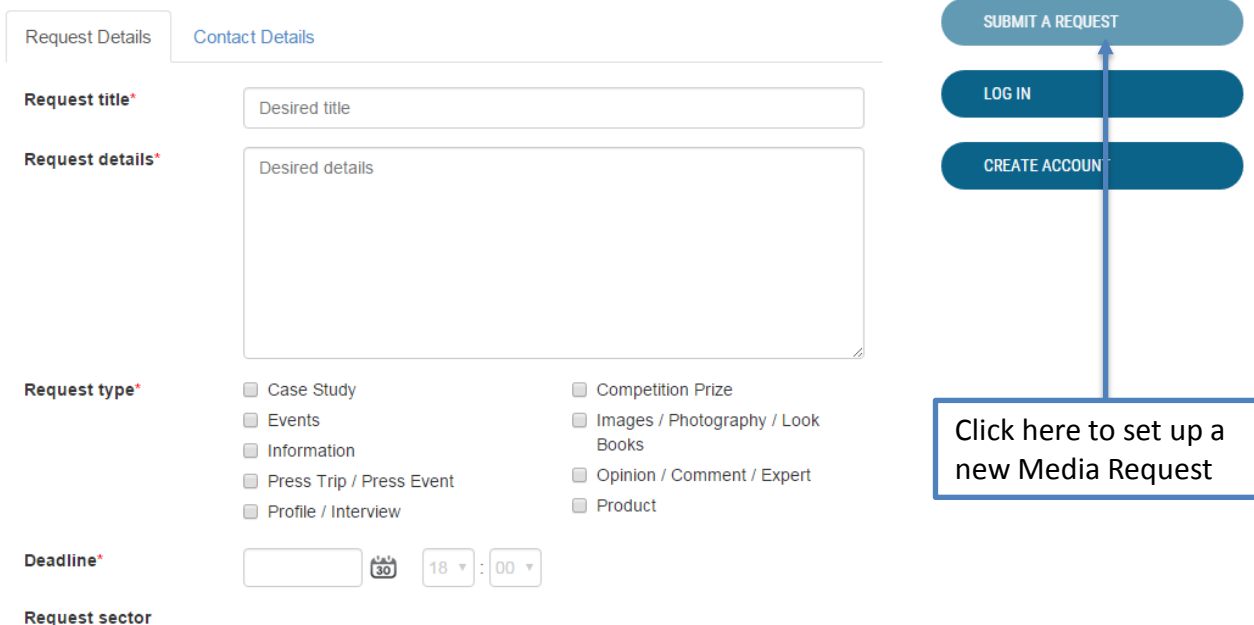
LOG IN

CREATE ACCOUNT

## How to submit a Media Request

1. To submit a new request go to [www.gorkana.com/journalist-services/media-requests/](http://www.gorkana.com/journalist-services/media-requests/) and click on the **Submit a Request** button.

Gorkana's free media request service allows you access to an extensive PR community where you can obtain relevant editorial content, case studies, samples, sources and much more.



The screenshot shows the 'Request Details' tab of the Gorkana Media Request form. The form includes the following fields and options:

- Request title\***: A text input field containing 'Desired title'.
- Request details\***: A large text area containing 'Desired details'.
- Request type\***: A list of checkboxes for selecting the request type:
  - ☐ Case Study
  - ☐ Events
  - ☐ Information
  - ☐ Press Trip / Press Event
  - ☐ Profile / Interview
  - ☐ Competition Prize
  - ☐ Images / Photography / Look Books
  - ☐ Opinion / Comment / Expert
  - ☐ Product
- Deadline\***: A date and time picker showing a date of 30 and a time of 18:00.
- Request sector**: A label for the request sector.

On the right side of the form, there are three buttons: 'SUBMIT A REQUEST', 'LOG IN', and 'CREATE ACCOUNT'. A blue arrow points from a callout box to the 'SUBMIT A REQUEST' button. The callout box contains the text: 'Click here to set up a new Media Request'.

2. Once you click on the **Submit a Request** button you will be able to state what it is that you need from PRs by entering your request details and selecting relevant sectors.



## How to submit a Media Request (continued)

3. You will be prompted with a two part form. The first part, shown below, asks you to enter your request requirements.

Request Details

Contact Details

Request title\*

Request details\*

Desired details

Request type\*

☐ Case Study
 ☐ Competition Prize
 ☐ Images / Photography / Look Books
 ☐ Opinion / Comment / Expert
 ☐ Product

☐ Events
 ☐ Information
 ☐ Press Trip / Press Event
 ☐ Profile / Interview

Deadline\*

:

Request sector

Choose from our most popular sectors...

☐ Arts / Entertainment
 ☐ Banking / Finance
 ☐ Beauty
 ☐ Business / Industry
 ☐ Celebrity
 ☐ Fashion
 ☐ Food / Drink
 ☐ Health
 ☐ Lifestyle
 ☐ Leisure / Sport
 ☐ Property
 ☐ Real Life
 ☐ Shopping / Gifts
 ☐ Technology
 ☐ Travel

Or select from the other available sectors...

B2B / Trade
 Consumer Health

Click to search other sectors

Next

## How to submit a Media Request (continued)

3. Your **Request title** can contain up to 128 characters max. This should be a statement of what you're looking for – it will be one of the first things a PR sees so it's useful to clearly state what you are requesting. Examples:
  - **Expert comment needed on pensions**
  - **Looking for the latest fashion trends**
  - **Case studies needed: Inspirational real life stories**

4. Your **Request details** is your chance to explain to PRs what you need – treat it as you would an email message. You are speaking directly to the PR community and can tell them what it is you need and for what purpose. This can be a couple of lines or a couple of paragraphs, the length depends on the nature of your request.

Please find below an example:

**- I need to speak to health experts on the issue of dieting for a piece I'm writing. Experts must be qualified, such as a nutritionist. This is for a feature on different fad diets.**

If you are asking for a product / competition prize / press trip, do give the PR an indication of what their client will receive in return. Example:

**- In return, the provider will receive editorial coverage in print and online, social media mentions...**

Avoid writing a list of words: health, diet, food – PRs will not know what is that you need!

Please do not send requests for advertising, advertorials, paid-for editorial – Gorkana's Media Request service is purely for editorial-related requests.

5. In the **Request type** you need to select whichever is most appropriate for your request. You are able to select more than one.
6. In the **Deadline** you can choose the latest date by which you need responses to your request. Please note that the time will default to 18.00 unless you change it.

## How to submit a Media Request (continued)

5. The **Repeat** function allows you to repeat a request. Please note that this feature is only available to logged in users.

If you repeat a request you will get a reminder email prior to it being re-issued. This is your chance to edit a repeat request or delete it. Your request will automatically be resubmitted in its existing format unless you change / delete it before the submission date specified in your repeat request notification email.

To repeat a request, tick the **Repeat this request** box on your request form. This will bring up the below screen. Select if you wish to repeat it weekly or monthly, and for how many weeks/months (maximum of 6 respectively).

☒ **Repeat this request**






Monthly ▼

for the next

6 ▼

months

All repeated deadlines finish at 5pm

	Submission date	Remind me	Deadline
Month 1 (current)	20-Mar	N/A	23-Mar
Month 2	20-Apr	3 days before ▼	23-Apr 
Month 3	20-May	3 days before ▼	23-May 
Month 4	20-Jun	3 days before ▼	23-Jun 
Month 5	20-Jul	3 days before ▼	23-Jul 
Month 6	20-Aug	3 days before ▼	23-Aug 

Ensure you select:

- **Submission date:** The date you want the request to be resubmitted
- **Remind:** How far in advance you would like your reminder email
- **Deadline:** The date you need responses/content by

## How to submit a Media Request (continued)

8. In the **Select your sector/s** section you can choose from some of the most popular sectors or you can search for specific sectors by entering the name of your sector in the search box.

For example, as shown below, if you type in Wedding you would see it highlighted in yellow. Expand the sector through left click and tick the box next to it.

**Request sector**  
 Choose from our most popular sectors...
 

<input type="checkbox"/> Arts / Entertainment	<input type="checkbox"/> Fashion	<input type="checkbox"/> Property
<input type="checkbox"/> Banking / Finance	<input type="checkbox"/> Food / Drink	<input type="checkbox"/> Real Life
<input type="checkbox"/> Beauty	<input type="checkbox"/> Health	<input type="checkbox"/> Shopping / Gifts
<input type="checkbox"/> Business / Industry	<input type="checkbox"/> Lifestyle	<input type="checkbox"/> Technology
<input type="checkbox"/> Celebrity	<input type="checkbox"/> Leisure / Sport	<input type="checkbox"/> Travel

 Or select from the other available sectors...


B2B / Trade	>
Blog Sectors	>
Consumer	>
Consumer Health	>
Ethical / Professional Health	>
Financial Products	>

<input type="checkbox"/> Sports
<input type="checkbox"/> TV & Radio
<input type="checkbox"/> Travel & Tourism
<input checked="" type="checkbox"/> Wedding
<input type="checkbox"/> Youth

Alternatively you can view the full list of sectors underneath the search box by clicking on the main sector to expand the relevant sector tree.

## How to submit a Media Request (continued)

9. Once you have completed all of your request details, click on the **Next** button at the bottom of the page to move over to the contact details page.



B2B / Trade	>
Blog Sectors	>
Consumer	>
Consumer Health	>
<input type="checkbox"/> Alternative Health	
<input checked="" type="checkbox"/> Diet & Nutrition	
<input type="checkbox"/> Disability	
<input type="checkbox"/> General Health	
<input type="checkbox"/> Media Specialists	>
<input type="checkbox"/> Patient Groups	
<input type="checkbox"/> Sports & Fitness	
Ethical / Professional Health	
Financial Products	>

Next



## How to submit a Media Request (continued)

10. If you are registered and logged in, the contact page will auto populate with the details you used during your registration.

Request Details

Contact Details

Title

Mr

First name\*

John

Last name\*

Smith

Job title

Journalist

Work phone

Work email\*

trainers@gorkana.com

Media outlet\*

The Daily Telegraph

Department

News Desk

Country

United Kingdom ▼

Contact details PRs should use:

☒ Email \*

trainers@gorkana.com

☐ Phone

Submit

You can amend these for individual requests as necessary.

## How to submit a Media Request (continued)

11. Once you have completed this form, click on the **Submit** button at the bottom of the page to send your request through to us. Within a matter of minutes\* your request will be received by/viewable to relevant PRs.

*\*During office hours. Media Requests are issued to PRs from 9am-5.30pm, Monday to Friday. Requests submitted outside of these hours will be issued ASAP on the following working day.*

You will receive an email confirming that your request is live (if you are logged in you can also view this request in your account) and PRs will contact you directly if they can assist.

 **Gorkana**  
A CISION® company

Media Requests  
Friday 11 Mar 2016

**Gorkana Media Requests - Your Request is Live!**

Your request has been issued to PRs.

**Request details:**  
**Media Outlet:** Azzarenko  
**Request Title:** Berlin travel feature  
**Request Detail:** Looking to hear about activities and things of interest to those visiting Berlin for a travel piece on Azzarenko, So looking to hear about bars and restaurants, hotels, tourist spots, new activities and attractions. Please ...  
**Deadline:** Friday 18 Mar 2016

PRs will contact you directly if they can assist.

You can review this and other requests you have submitted on the Your Requests page on [Gorkana.com](http://Gorkana.com). Click [here](#).

Need to send another request? Click [here](#).

Thank you,  
The Media Requests Team

Contact us - [+44 \(0\)20 7074 2557](tel:+442070742557) or [mediarequests@gorkana.com](mailto:mediarequests@gorkana.com)  
[Terms and Conditions](#)

## How to manage your Media Requests

- If you are a registered user you have the benefit of managing your requests after logging in to your account. You will be able to complete the following actions:
  - **Repeat requests. This is ideal for regular editorial features**
  - **Archive or delete live requests**
  - **View past requests**
  - **Track PR engagement (Click on your request title to expand details)**

[Your Requests](#)
[Your Profile](#)

Pending/Draft requests


Request title	Status	Date submitted	Deadline ^	
<a href="#">Personal finance expert needed</a>	Pending	08/03/16 16:50	15/03/16 18:00	<a href="#">Delete</a>

Live requests

No records found

Archived/Expired requests

[Click here to view](#)



John Smith

MY REQUESTS

SUBMIT A REQUEST

LOG OUT

Once your request has been approved & sent to PRs, it will move to the live folder)

Live requests

Request title	Date submitted	Deadline ^	
<a href="#">TEST - Expert comment needed on diets</a>	20/03/15 13:17	23/03/15 18:00	<a href="#">Archive</a>

**Details:** I need to speak to health experts on the i dieting for a piece I'm writing.

Experts must be qualified, such as a nutritionist.

This is for a feature on different fad diets.

**Type:** Opinion / Comment / Expert

**Impressions:** 0

**Engagements:** 0

This will show you how many Impressions (seen by PRs) / Engagement (click-throughs) your request received

## How to submit a request without registering

1. If you are in a rush and would like to submit a request without registering or logging in to your account, simply follow the steps in the ***How to Submit a Media Request*** section.

You will receive an email (see screenshot below) asking you to verify your email address. To do this, click on the link in the email. Your request can then be sent to PRs. A cookie will be stored on your browser for 30 days, allowing you to submit requests without logging in (and you won't be asked to verify your email address for the duration this cookie is stored).



Please be aware that you will not have access to the repeat function or the benefits listed in **How to manage your Media Requests** if you don't register / sign in to your account prior to submitting a Media Request.

If you have any questions, please email [mediarequests@gorkana.com](mailto:mediarequests@gorkana.com) or call our dedicated journalist/blogger hotline: +44 (0)20 7074 2557

## Fair Usage Policy

1. Users of Gorkana's Media Request service, and related media outlets, must be listed on Gorkana's database as this service is intended to be used by established journalists and bloggers for established media outlets. Exceptions can be made for one-off requests at Gorkana's discretion.
2. Requests for competition prizes, review products and press trips can only be issued to PRs if the editorial feature it appears in has been commissioned. Only mainstream and influential bloggers can make these types of requests. This is subject to approval by Gorkana's social media team.
3. For requests that involve competition prizes, review products and press trips, we ask that the journalist / blogger clearly states the intended use and how the provider will be covered editorially. This will generate a better response for the journalist / blogger if PRs know why a hotel stay, pamper day, electronic goods, etc are being requested and the editorial intention. If possible, provide additional stats about how influential your media outlet is.
4. We ask that journalists / bloggers clearly state whether or not products used for review purposes or otherwise will be returned or not. If this is not clearly stated, moderators will add the following to the request/s: *\*\*Please note that terms related to any exchange of goods/review products are to be agreed upon by both parties and it is not the responsibility of Gorkana. It is the PR's responsibility to arrange and pay for the return of products.\*\**
5. We cannot issue media requests that ask for advertising, paid-for sponsorship or paid-for editorial. Requests should be for editorial-related content only.
6. We cannot issue requests that solely promote events, media outlets, company news, etc.
7. Requests may be made for products for event goody bags. We ask that the request states what product providers will receive in return.
8. Please note that media requests are text only - attachments and images cannot be added.
9. Gorkana reserves the right to assign/ de-assign sectors where appropriate as the Media Request team is experienced in issuing requests and knows how to best direct a request so that the journalist / blogger receives the best response possible.



## Fair Usage Policy (continued)

10. Moderators have the right to amend any copy for style and accuracy purposes without notifying the request sender. This can include the correction of misspellings.
11. We operate this service based on trust and Gorkana cannot be held responsible for any wrongdoing or miscommunication between journalists / bloggers or other service users and request recipients.

This policy is under constant review and we strive to provide a valuable service to both journalists / bloggers and PRs. If you have any comments about this policy, please contact us using the following email addresses:

Email [mediarequests@gorkana.com](mailto:mediarequests@gorkana.com) if you are a **journalist** or a **blogger**.

Email [MR@gorkana.com](mailto:MR@gorkana.com) if you are a **PR**.

*Policy updated: March 2016*

### **1. Who can use Media Requests?**

This service is primarily for established journalists and \*mainstream bloggers to send out media requests to PRs (only PRs who are subscribed to this service receive media requests) for assistance with editorial content.

\*Because of the huge number of blogs online, we apply strict criteria to blogs that can be added to the database.

Also, we may allow members of a publication's marketing team to issue media requests. Often these fall into the product request category for events tied in with a publication's events or exhibitions.

Occasionally, PRs may submit media requests. These are usually for products or prizes for major events and are one-off requests. These are always labelled: *PR to PR media request*.

### **2. Where do Media Requests actually go once they've been submitted?**

Once a journalist or blogger has submitted a request, it comes through to moderation where the sector selection is checked so that the request goes to the most relevant PRs. The content of the request is also checked to ensure PRs have a clear idea of the nature of the request.

PRs will contact journalists / bloggers directly – using the contact details provided in the request - if the request is something they can help with. PRs that access media requests are predominantly UK-based.

### **3. How long do I have to wait until my request is received by a PR?**

The time between a journalist submitting a request and it being received by PRs is generally a matter of minutes.

PRs can opt to receive media requests instantly by email or as a daily bulletin, or view requests within their media request account.

Media requests are moderated and issued from 9am-5.30pm on weekdays. Any media requests outside of these working hours will be issued the following working day.

### **4. Why should a journalist or blogger use Gorkana's Media Request service?**

Gorkana's Media Request service has a host of specific sectors to ensure requests reach relevant PRs. Journalists / bloggers also have the option to manage their requests and set requests to be repeated through their own designated media requests account.

Our team is also on hand to help journalists / bloggers submit requests to PRs on their behalf.