The body of people who have registered their interest in board roles through the COMU database is not the only source from which COMU identifies potential board candidates. COMU also actively monitors relevant business and governance media to identify possible candidates. COMU scans business news and publications regularly. Subscription to a news monitoring service assists with this process, along with membership of relevant online professional media groups. COMU is particularly interested in recent appointments to important business roles and changes to board membership in both the private and public sectors.

Where news announcements relate to serving Crown company directors or database candidates, that information is recorded for later reference.

COMU is particularly interested to learn of new potential candidates who may not have previously been involved in governance in New Zealand (eg, people who have returned to New Zealand after an absence overseas).