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MEDIA, HISTORY, TELL US! SETTINGS and LOGOUT — *Housekeeping*

The fast-track to news outlets country-wide — *NEWS EXPRESS*

Browse-to-Despatch — *Workflow*

Browse, My Contacts, My Notes and Search — *exclusive to you*

### 1) 'Housekeeping'

- i) **History** shows you archived and — if any — scheduled stories, with access to colleagues' work for **Multiusers** (see 19, below)
- ii) **Tell Us!** encourages you to send us information (bouncebacks are automatically copied to **Research** for processing).
- iii) **Settings** holds your contact details and governs the identity of sent emails.
- iv) **Logout** is what it says

**Note that clicking on text takes you down through the layers, while clicking on the crosses adds that medium or category of media to your target group under the heading Selected Media. Changes to groups are effected in Selected Media. Don't forget to click Update if you add media to an established group.**

### 2) 'Work-flow'

- i) **Browse/Select Media** is what you do. Media and Browse/Select Media both take you to the same start point.
- ii) **Create/Select Group** takes you to the group options — your own groups, or those of colleagues if you're a Multiuser.
- iii) **Select Target Functions** selects journalists by function, linking them to your target media
- iv) **Collate List** generates your completed media target list
- v) **Create/Select Story** gives you three options: your archived stories; those of colleagues (if you're Multiuser) and the **Create New Story** button. All options take

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SEND

Organisation	Person	Email	Title	Send Fax
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you to **Edit Story**.

vi) **Edit Story** is where you ready the story for **Despatch**. Make decisions about format, attach images (zip to make one attachment if you've got more than one image), including a logo at top or bottom of your text-only release yet retaining text-only status (*see 11*).

vii) In **Despatch** hit **Send** for immediate action or if you've scheduled click the **Schedule** button.

### 3) 'Domestic'

i) **Browse** confirms you are ready to begin

ii) **My Contacts** is the home for your own contacts to be entered as **Personal, Media, Non-media, Staff** or **Clients**. Multiusers can also see their colleagues' entries (unless they have been entered as 'Don't share').

iii) **Search** allows you to search the db by sections, or entirely

### 4) Step-by-step

i) Go to **Settings** to enter your name and email address to identify your releases to your recipients and also to create a '**Signature**' paragraph to use, typically, as a sign-off for press releases on the **Edit Story** screen. Note also the **Insert First Name** option (*see 12*)

***Now you're set up to browse the media; select target media to make a group; link names to media; enter a story; email it to the selected group; learn about export; learn to copy one of your own, or a colleague's group for modification; and get inside News Express.***

### 5) Media.

i) Go to **Media** or **Browse/Select Media**.

ii) Click any country by name to enter its media (or select the whole country media by clicking the red cross)

iii) Access the first '**Print, internet media**' subset by clicking on the text.

iv) Click on the words '**Daily newspapers**' for example to see the regional headings, then any of those to see actual media.

v) Click on any medium by name to bring up its data in a new block under the browsing area. Note key information like editorial deadlines, the kind of images preferred by the picture desk, and method of text delivery preferred by editorial staff.

vi) At any point you can add a whole category, region, or an individual medium to your target group in **Selected media** with the red cross.

vii) Large newsrooms feature several journalists with '**rounds**' allocated, from agriculture to travel and tourism. You can pick any you want but note that '**Target Function**' is designed to make a one-person-per-medium list (*see 7 below*).

viii) Don't do both unless you actually want double-ups.

ix) Avoid involuntary spamming: it's all too easy to pick whole slabs of media — all **Print media**, or all **National radio stations**. Decide who might be interested in the story and create a tight media target group as 'best practice'. Remember only the first 250 are free through the server each time you hit Send or Schedule.

## 6) Create/Select Group

i) As soon as you select any media or even one medium into **Selected Media** it is possible to follow through the work-flow steps and send them or it a story. But if you want to save those media as a target group with their associated target functions then scroll down to **Save As Group** and enter a name.

ii) Alternatively choose one of your pre-assembled groups from **My Groups**; or use **NEWS EXPRESS** (see 20) for a local or national newsroom selection.

iii) Need more media? — go back to **Browse/Select** media to add to your group. But don't forget to click the **Update** button to confirm changes.

iv) **MediaNZone** publishes useful information about individual media requirements. If illustrations are involved groups should be set up reflecting preferences such as JPEGs to editor, production editor, or to archive (our fotostor.com is one available archive service). Use First Name to tell editors or picture editors what you are doing, and also use First Name to tell the reporters or roundsperson if you have sent images to their picture editor.

## 7) Target functions

**Target functions are generics common to all media, as distinct from titles which vary considerably. Always use Target Functions unless you've made individual selections across your whole group. You can choose a sequence of functions in priority order: the software will give you the first it meets from your list. So...to make better lists**

We have categorised all journalists working in the media into three sections:

### **Executive journalists**

#### **Rounds Primary (the introduction)**

#### **Rounds Secondary.**

i) Select the **round** first — from **agriculture** to **tourism** — especially if the daily newspapers are included, followed, typically, by **chief reporter, newsdesk**, and finally — for print media — **editor**. But sometimes a second round might be appropriate eg **Forestry**, followed by **Agriculture** before going on to **chief reporter** etc. if one round is subordinate to another. **Arts** being subordinate to **Features** is another example. Include **Chief Reporter, Newsdesk** and **Editor**, typically, after a round choice such as Business, and in that order, to achieve your objective. Keep it away from **Editor** unless he/she is the only one there. You'll only get one per medium. And you can adjust the sequence with the up-and-down arrows. Tag on **Producer, Programmes** and **Station Manager** if you've got a mixed media

group, and bureau chief if you're including agencies.

ii) The software will search the media in your group and respond to the first function which satisfies a selection criterion on the list. You'll only get one journalist per medium.

iii) If you want to choose more than one person from any medium, go back into Media, select the one you want, and move those names to your media list or group. Tactics may dictate you add a note with your press release to say you are doing a simultaneous submission (*see 12*).

iv) **Newsdesk** is an important function as selects those media where the duty reporter picks up press releases, if there is no **round** which fits the bill. So include it after **chief reporter**. But always add **editor** or the audio-visual equivalent. Some daily and most community newspapers only have one journalist, and that's the **editor**, as we said above.

## 8) Collate List

i) Click **Collate List** for results, to review and/or edit your list.

ii) Make sure every medium has a person by name or a duty reporter generic, with email address.

iii) Click **Omit** to remove those you don't want — bear in mind that the group is still intact in its original form.

iv) But you can use **Delete** to eliminate media from a saved or updated group so complete editing is possible.

v) Consider whether to add a fax to any of your target media (there is a charge of 35c/ page for this service) if tactically appropriate.

vi) An option here is to click the **Download** export csv icon to download your group. You might want to send as an abbreviated list - eg name, title, company - to a client or colleague, or choose the fields required for labels, or for redeployment in a database such as Excel to be picked up by a spreadsheet program, or to go to an email program like Outlook Express.

vii) Click **Download** again to get the second dialogue box which you would routinely save to disk before opening.

## 9) Create/Select Story

Pick up an **archived story**, one from a colleague (the **Multiuser** option) or click the Create button to enter a new one. In both cases you're sent to the **Edit Story** page.

## 10) Edit Story

i) Decide whether to go now, or to schedule. If you schedule the story then look for the **Schedule button** on the **Despatch** page next up. At that time it goes to **History** where it can be accessed and deleted if you've made a mistake or events overtake you.

ii) Note the **Option to omit coverage** on our website — if for example you're sending a time-sensitive text to non-media. Otherwise it goes up when the story leaves the server — immediately or on schedule.

iii) Only one **attachment** is possible so if you've more than one image, for example, create a folder and use that as a collective attachment, if necessary compressed before adding it to despatch. But you can add a logo to a plain text email, retaining the important **plain text** format.

***Comment here is that journalists are by and large hostile to attachments, especially when used for formatted text. The 'Insert First Name' facility is useful to explain what the attachment consists of if you've selected one. If you have JPEGs to offer then all the options are open and you should create groups to meet your needs. Limit attachments to conserve transaction credits (see Despatch)***

iv) If you choose the **HTML** option then you will have prepared a document saved as HTML for your release. In this way images, formatting and tables can be retained. Feel free to confer with our **Techsupport** arm as preparation requires some technical input to establish correct links between email contents and the server where they are stored.

### 11) Logo

Add a **logo** to the top or bottom of your release while retaining a plain text communication. Use JPEG or GIF file formats with PDF — not, technically an image file — an option for some purposes. But note that your despatches may be rejected by some media, particularly radio (*see Note after 10, above*).

### 12) First Name and Signature

i) Pick **Signature** to add your sign-off (enter the preferred text in Settings); pick **First Name** for merging notes to recipients in the text field to carry a personalised message to your recipients about, for example, the attachment (if any), simultaneous submissions, illustrations, backgrounders, additional information etc (*see 6iv*).

### 13) Opting out

[http://www.mediapeople.co.nz/optout/index.php?](http://www.mediapeople.co.nz/optout/index.php?optout_code=FhgbGgRLTExdWVReX1EbW1hTXHpLXU9SViEsJy0wayEoPj1kJTY=)

[optout\\_code=FhgbGgRLTExdWVReX1EbW1hTXHpLXU9SViEsJy0wayEoPj1kJTY=](http://www.mediapeople.co.nz/optout/index.php?optout_code=FhgbGgRLTExdWVReX1EbW1hTXHpLXU9SViEsJy0wayEoPj1kJTY=)  
This URL script is now imposed on all press releases delivered by our server as above to comply with the spirit of the anti-spam legislation. The database media email addresses — the ones you send to — can be taken out of circulation by the journalists offended by receipt of your despatch. Their email addresses will become unavailable to you immediately with the medium he/she represents grayed-out in your database. So bear this in mind if you 'lend' your files to others. Appeal is possible, but not necessarily successful.

### 14) Review

Now complete the procedure: do a **Review Body** and **Test-Send-To-Me**, check your

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SEND

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email to read through your text a final time, then return to **Edit Story**, select **Despatch** and you're on the brink of sending out the release. In **Despatch** hit **Send** and you will quickly receive a message saying that your emails are being queued to leave our server. You will then get an email (to your email address as entered in **Settings**) telling you which have gone to their destinations, and an email listing Bouncebacks (if any). Bouncebacks are copied to our Research for database updating.

### 15) Search — keywords

i) Search — by country or by sector — is based on **keywords**. Open any medium to see what keywords have been entered and which provide the basis for the search function but which also searches through masthead titles and personal names. Keywords are also entered into the personal screens of journalists so that communities of interest are built up.

ii) You can also enter your own information about journalists you work with, exclusive to your MNZOnline files in the **Notes** field available when you click on the name. See these compiled in **My Notes** in Media mode.

### 16) My Contacts

Note **My Contacts** available via the first tab where contacts can be entered as **Personal, Media, Non-media, Staff** or **Clients** using the drag-down menu.

Enjoy the contact and despatch facilities of the program and share your files if you're part of a **Multiusers** group (see *Multiusers, 20, below*). If you wish to retain personal contact privacy use the **Don't Share** button.

### 17) Copying groups

i) You can copy groups easily from your own, the **NEWS EXPRESS** program or **Multiusers** colleagues if you want to modify a group or create separate versions. You may want to send a story to a round at some of the daily newspapers, but copy it with low-res pix to some of the picture editors, or break up the original group to suit alternative attachments (spreading those precious JPEGs around!).

ii) It's easy. Just click the **copy icon**, and the group will jump into your own **My Groups** with **Copy** as suffix. Click on its name and send it to **Selected Media**. Now you can add and subtract groups or media within groups to match your needs.

iii) Rename it for your **My Groups** list, where you may now want to delete the original group you copied from.

### 18) Merging groups

i) **Merging groups** gets done in **Selected Media**. Click the cross to choose the groups from within your own **My Groups**, or bring them in from **NEWS EXPRESS**, or from a **Multiusers** colleague.

- ii) Add media, or delete as required.
  - iii) Update
  - iv) Naming them in **Save As** will create a new group.
- See Collate (8) to edit lists base on groups**

### 19) The Multiuser Option

- i) The **Multiuser** program allows users within a group to have access to all or any of the other members' groups, additional contacts, and texts. They can also exchange memoranda by emails within the program by selecting the **My User Group** compilation.
- ii) Each member of a user group has their own login to a newly set-up user group linked by a common code and accessed in the relevant mode, eg, in **Create/Select Groups** see **Shared Groups**; in **Browse/Select Media** see **My Contacts**; and in **Create/Select Story** see **Select a Shared Story**. The **copy-group icon** is available only-through the **Create/Select Group** tab.
  - iii) Example: user John has compiled a group to suit a business story made up of all the daily newspapers, Wellington communities, audio-visual business news media and selected magazine editors. He has used the target function with a sequence — business, chief reporter, newsdesk, editor, bureau chief — to link a journalist with each medium. But he has also made some personal selections and omitted some of the automatic choices.
  - iv) He has entered the story in his file, created a subgroup for media likely to use his photograph, sent off the story as a text-only to the larger group, with an attachment to the pic-friendly subgroup and send a note to fellow-user Jane, asking for her level of interest.
  - v) Jane logs on, goes to **Create/Select Group** to look at **Shared Groups**.
  - vi) Then she checks out his story in **Create/Select Story**
  - vii) The same principle applies to **Individuals**, where a list of all her fellow-members' **My Contacts** appears when she selects **My Contacts**

### 20) NEWS EXPRESS.

This facility is designed for the big story, suitable for despatch to major news groups, either nationally or regionally. These have been preselected for you. Check out contents by clicking on the options to see if they meet your needs. But the titles are self-explanatory.

Here is the simple procedure.

- i) Choose a **NEWS EXPRESS** group
  - ii) Enter story
  - iii) Hit the **Send** button (or check it out with a **Test-Send-To-Me**).
- You can also copy a **NEWS EXPRESS** group to your own group list for enhancements using the copy icon.

Ends

Operational support from publisher David Reade tel +64 4 475 8166 or in an emergency 0274 825036 email david@mediapeople.co.nz www.mediapeople.co.nz; www.fotostor.com

Technical support at \$125/hour from our developers, Digital Fusion of Christchurch. Tel +64 (0)3 377 3797 or vincent@digitalfusion.co.nz.

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