

MEDIAPASIFIKA



Media, History, Tell Us! Settings, and Logout— **'Housekeeping'**

Immediate access to news outlets country-wide — **NEWS EXPRESS**

Tabs from Browse to Despatch — **'Workflow'**

More facilities — **Browse/My Contacts/Search**

1) 'Housekeeping'

- i) Direct access to the **Media** database
- ii) **History** is the text archive where stories, including scheduled texts, are filed. Go here to delete a scheduled story if necessary before it goes out.
- iii) **Settings** holds your contact details and governs the identity of sent emails.
- iv) **Tell Us!** encourages you to send us information (bouncebacks are automatically copied to Research for processing).
- v) **Logout** is what it says
- vi) Before you begin, 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
- vii) **NEWS EXPRESS** consists of pre-compiled groups which fast-track you to news outlets, country-wide

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

2) 'Work-flow'

- i) **Browse/Select Media** is what you do. Media and Browse/Select Media both introduce you to the database entrance
- ii) **Create/Select Group** takes you to the group options — your own groups, or those of colleagues (*see #18 — 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, and the **Create New Story** button. All options take you to the **Edit Story** page
- vi) **Edit Story** is where you ready the story for **Despatch**. In **Edit Story** you make decisions

about format, attach images — including a logo at top or bottom of your text-only release — yet retain text-only status

vii Tick the box to keep your story off our MediaPasifika website (you may be experimenting with the db or using the database to invite journalists to a function)

viii) In **Despatch** hit **SEND** for immediate action or **Schedule** if you've set a time and date for release

3) 'More facilities'

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, Clients or Prospects

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

iv) Users can also see and pick up their colleagues' entries (unless they have been entered as '**Don't share**').

STEP-BY-STEP

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. Remember — clicking on crosses selects to a group; clicking on the headings navigates you through the media levels

4) Media.

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

ii) Access the first '**Print, internet media**' subset by clicking on the text for large countries. Otherwise jump to iv).

iii) Click on the words '**Daily newspapers**' for example, to see the spread of titles through the regions, then any regional heading to see actual media.

iv) Click on any medium by name to bring up its data screen. Note key information like editorial deadlines, the kind of images preferred by the picture desk, and method of text delivery preferred by editorial staff.

v) At any point you can add a whole category, region, or an individual medium to your target group in **Selected Media** by clicking the cross.

vi) 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**' will make a one-person-per-medium list

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

viii Avoid involuntary spamming: it's all too easy to pick whole slabs of media — all Print

Media, or all Radio Network. Decide who might be interested in the story and create a tight media target group any of whom might use your story

5) 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 go back to **Create/Select Group**, scroll down to the **Save As Group** field, and enter a name.
- ii) Alternatively choose one of your pre-assembled groups from My Groups; or use **NEWS EXPRESS** for a local, specialist, 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.
- iv) **MediaPasifika** 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. Use **First Name** to personalise backgrounders to editors or picture editors to say what you are doing; use **First Name** to tell the reporters or roundsperson if you have also sent images to their picture editor.

6) Target functions

Target functions use generics understandable by all media, as distinct from titles which vary considerably across the industry. 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 only the first it meets from your priority list. Individual selections will not be overridden

We have categorised all journalists into three sections

Executive journalists

Rounds Primary

Rounds Secondary.

- i) Select the **round** first — from agriculture to tourism — from **Rounds Secondary**, or more probably **Rounds Primary** — 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.
- ii) **Art** is normally subordinate to **Features** for example. Include **Chief Reporter**, **Newsdesk** and **Editor** after a **round** choice such as **Business**, and in that order to achieve your objective. Save **Editor** to last within print media. 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.

7) Collate List

- i) Click the **Collate List** tab to see your selection. Now you can review and/or edit your list.
- ii) Make sure every entry includes a person by name or the duty reporter generic, all with an email address attached
- iii) Click **Omit** to take out those you don't want at this stage — bear in mind that the group is still intact in its original form.
- iv) Use **Delete** to eliminate anyone from the group (but not from the db)
- v) An option is to click **Download**. You might want to send a CSV file as an abbreviated list - eg name, title, company - to a client or colleague, or for redeployment in a spreadsheet such as Excel to go to an email program like Outlook Express.
- vi) Click **Download** again to get the second dialogue box which you would routinely save to disk before opening.

8) Create/Select Story

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

9) Edit Story

- i) Decide whether to send immediately or to schedule your work. If you fill out the schedule data then it's a **Schedule** button you meet on the Despatch page next up, instead of **Send**. Activate either and it goes to History where a scheduled story can be deleted if you've made a mistake.
- ii) Note the **Option to omit** coverage on our website — if for example you're sending an embargoed story or just experimenting. Otherwise it goes up when the story leaves the server — immediately or timed by the scheduler.
- iii) There are no limits on attachments and you can add a logo top or bottom of a plain text email, without changing its status.

Comment here is that journalists are by and large hostile to attachments, especially large ones with 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. Pictures are important to print media — a good pic will carry a weak story onto the page.

- 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 to optimise results

10) Logo

Add a logo to the top or bottom of your release while retaining a plain text communication. Use JPEG or GIF file formats in a PDF — not, technically an image file — an

option for some purposes. But note that your despatches with attachments may be rejected by a few media, particularly radio and television, for obvious reasons

11) First Name and Signature

i) Pick **Signature** to add your sign-off (enter the preferred text in **Settings** before you begin); select

First Name for merging notes to recipients placed top or bottom of your story text to carry a personalised message about, for example, the attachment (if any), simultaneous submissions, illustrations, backgrounders, additional information etc — any message that can't find a legitimate place in the story

12) Opting out

This URL script is imposed on all press releases delivered by our server to comply with the spirit of the anti-spam legislation. Email addresses — the ones you send to in the database — 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.

13) Review

Now complete the procedure: do a **Test-Send-to-Me**, check your 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 **Research** for database updating.

14) Search — keywords

i) Search — by country or by sector — is based on **keywords**. Open any medium to see what **keywords** have been entered. **Keywords** provide the basis for the search function, but which also search 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 MPAS files in the **Notes** field available when you click on the name. See these compiled in **My Notes** in **Media** mode.

15) My Contacts

Note **My Contacts** available via the first tab where contacts can be entered as **Personal**, **Media**, **Non-media**, **Staff**, **Clients** or **Prospects** using the dragdown menu. If you wish to retain all rights to your contacts use the **Don't Share** button.

16) Copying groups

i) You can copy groups easily from your own archive or one of the NEWS EXPRESS array to join together two adjacent NEWS EXPRESS local groups for example, or copying a release sent to a reporters group to their picture editors. 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**. Repeat the process. And save.

ii) MediaPasifika 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. 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.

17) 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 NEWS EXPRESS group
- ii) Enter story (Immediate only)
- iii) Hit the **Send** button.

18)The Multiuser dimension

i) MediaPasifika's Multiuser facility allows users within a group to have access to all or any of the other members' groups, additional contacts, and texts.

ii) In **Create/Select Groups** you can 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 a submitted 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**

Ends

Operational support and **international list selection** from director David Reade tel 027 4825036 Email david@mediapasifika.com www.mediapasifika.com

Training @ \$150/hr — contact David Reade on david@mediapasifika.com

Technical support at \$150/hour from our developers, Digital Fusion of Christchurch. Tel 03 377 3797 or email robert@teamdf.com