

## Cision Assignment

Scenario 1: You are working on a PR campaign for Windows 10 from Microsoft. Use CisionPoint to prepare a targeted media list for possible coverage of the product launch by creating the lists of:

1. U.S.-based Internet security-themed magazines (search outlets, not contacts). Save just the first five results on your list. Then go into the saved list, click on each outlet and find the editor, editor-in-chief, content editor, etc. Click on that name (just one per publication) and then add to list. When you are done, click on all the listings with a contact name and create a new list. Then, create a report, changing “reports” on the next display from “address report” to “as displayed report.”
2. Computer & video game bloggers in Florida (this time, search contacts, not outlets). Rank the list in terms of descending influence and create a report of the top five in terms of influence. Again, change “reports” on the next display from “address report” to “as displayed report.”

Scenario 2: You are working on a PR campaign for several new food products that you would like to have featured on Tampa-St. Pete news programs, daily newspapers, and magazines in the area. Create a list of the following:

3. Assignment editors at television news stations in the Tampa-St. Pete DMA (tip: search contacts, do not specify anything under “covering,” and after your list has been compiled, use the text filter to search ALL of the words “assignment editor” in the contact title.) Create a report of the entire list of assignment editors. Again, change “reports” on the next display from “address report” to “as displayed report.”
4. Contacts at daily newspapers and magazines in the Tampa-St. Pete DMA that cover food. Create a report of the entire list. Again, change “reports” on the next display from “address report” to “as displayed report.”

Scenario 3: The Spanish-speaking audience is one of the largest target audiences in the United States. You are representing a client that wants to target the Spanish-speaking sports fan.

5. Compile a list of all bloggers and contacts at daily newspapers in the United States that cover sports and cater to the Spanish-speaking audience (tip: search contacts and filter for language). Create a report of all the bloggers and any five newspapers. Again, change “reports” on the next display from “address report” to “as displayed report.”

When you export your lists, you can do so as a PDF or as a TIFF, which is an image that can be inserted into a word file.