

CisionPoint In-Class Activity

Use SmartSearch to answer the following question:

1. Find the Chicago Tribune and select the daily newspaper version. Based on the outlet's detail page, the Chicago Tribune matches all of the following criteria except:
 - A. Located in the Chicago, IL DMA
 - B. Published by the Tribune Company
 - C. Unique Visitors per Month of 414,930
 - D. Was founded in 1847

Who is the paper's sports editor? _____

Name a reporter who writes about travel. _____

List one of the "opportunities" the paper has available. _____

Create a list using the search feature to answer the following set of questions. For your media types, be sure to select all print and all Internet, located in the United States (or Tampa-St. Pete), and feel free to use any topic of your choice.

2. Which of the following is not an Internet media type in the "I'm looking for" section of search:
 - A. Blog
 - B. News website
 - C. Forum
 - D. News service/syndicate
3. On the results after running a Search, which of the following criteria is not a filter:
 - A. Audience Type
 - B. Contact Preference
 - C. Format/Genre
 - D. Publicity Materials
4. Let's say you only want to target Trade publications in your media list. Which filter will help you narrow your list to only trade publications?
 - A. Text search
 - B. Social media
 - C. Audience type
 - D. Focus

5. Which filter will help you isolate a specific contact title within your media list?
 - A. Text search
 - B. Social media
 - C. Audience type
 - D. Focus

6. Now let's go to Change Columns Displayed to explore all of the available fields that you can list for your list. Which of the following are columns that you can display? (Choose all that apply.)
 - A. Publicity value
 - B. Address line 1
 - C. Tagline
 - D. Owner. Firm
 - E. Media Group

7. When you are ready to save your results as a list on your account, which option in the taskbar should you use?
 - A. Edit
 - B. Create
 - C. Display Settings
 - D. Additional Filters

At this point, create a report (under create), export it as a PDF and print the first page.

8. Run a search for editorial calendars (under opportunities) in newspapers and magazines in the United States covering travel. On the results page, what is the best way to find opportunities that will be published in the summer vacation months of June, July and August 2017?
 - A. Sort by issue date and review all of the results manually.
 - B. Check out the Additional Filters panel and add the Date Range option to your filter panel in order to filter by Issue Date.
 - C. Add the Months column to your display and sort by it in order to find June, July and August.

9. From your list, you're most interested in targeting the Opportunities that will be published in outlets that focus on Family Travel. Which filter should you use to refine your list by what the outlet covers?
 - A. Opportunity Topic
 - B. Focus
 - C. Outlet Topic
 - D. Audience Type

10. How can you determine who the direct point person is for the particular opportunity?

- A. From clicking into the opportunity description
- B. By including Contact Name as a column displayed
- C. By using filters
- D. From clicking into the Outlet detail page

When you have a list of family travel opportunities for the months of June, July, and August, create a report, export it as a PDF and print the first page.

11. What is the purpose of the Monitor > Coverage tab and how would I use it as a PR professional?
 - A. This is where I can view reporting for my client's coverage.
 - B. This is where I can access a general news feed in order to look up articles by keyword.
 - C. This is where I can enter in key terms to search through a news archive.
 - D. This is where I can access all of the Coverage my clients and campaigns have received.

12. On the article detail page, you can find all of the following except:
 1. Publicity value
 2. Publication date
 3. Link to Source
 4. Full text of the article

13. Finally, imagine you are launching a new beauty product in the New York City market only. Create a list of potential beauty and fashion media outlets in the New York City area. Then create a report, export it as a PDF, and print the first page.

- You are working on a PR campaign for Windows 10 from Microsoft. Use CisionPoint to prepare a target media list for possible coverage of the product launch. Specifically, create these lists:
 1. U.S.-based Internet security-themed magazines
 2. Computer/video game blogs
 3. Washington state television stations ALL

- You are launching a new beauty product in the New York City market only.
 1. Create a list of potential beauty and fashion media outlets in the New York City area.

- The Spanish-speaking audience is one of the largest target audiences in the U.S. You are representing a client that wants to target the Spanish-speaking sports fan.
 1. Compile a list of all daily newspaper and Internet sites that cover sports and cater to the Spanish-speaking audience.