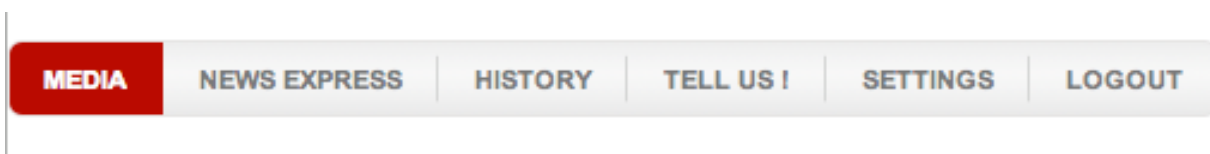


MediaNZone V2: operating instructions (including Multiuser and News Express)

1) Operating areas

- i) First note the operating areas ranged along the top of the screen – Media, News Express, History, Tell Us!, Settings and Logout.
- ii) Then look at the work-flow sequence, from Browse/Select Media, across the screen, to Despatch, covering on the way Create/Select Group, Select Target Functions, Collate List, Create/Select Story, and Edit Story

Click on this hyperlink text to move between operating areas or along the work-flow sequence



2) What they all do – Top strip

- i) In Media (and Browse/Select Media) you can dig through the db layers and select media
- ii) News Express fast-tracks you to news outlets, country-wide
- iii) History shows you archived and – if any – scheduled stories
- iv) Settings holds your contact details
- v) Tell Us! encourages you to send us bounce-backs
- vi) Logout is what it says



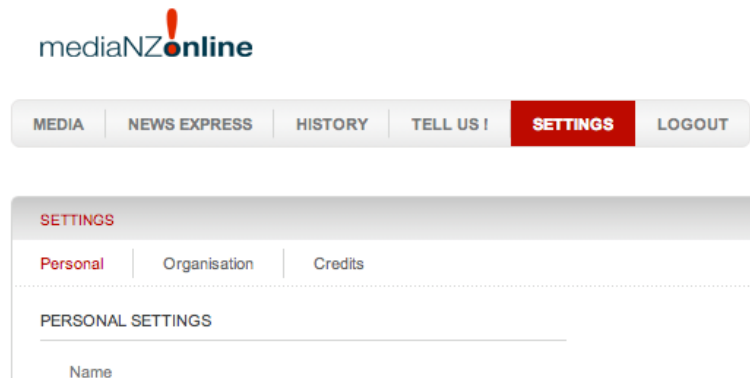
3) What they all do – Work-flow strip

- i) Browse/Select Media (see 2 i above)
- ii) Create/Select Group takes you to the group options – your own groups, or those of colleagues, if you're 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
- vi) Ready the story for Despatch in Edit Story
- vii) Send story or confirm your scheduling in Despatch

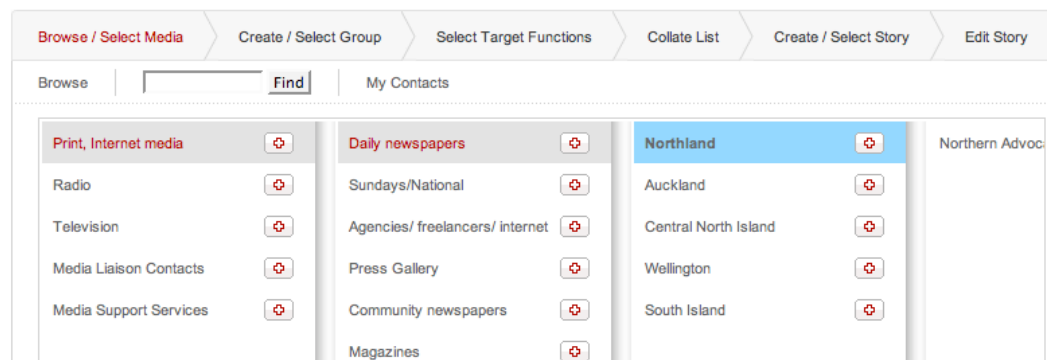
Note that clicking on text takes you down through the layers, while clicking on the crosses adds that medium or category of media to your target group under the heading Selected Media.

4) Step-by-step approach — overview

First 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. Note also the Insert First Name option so you can merge a backgrounder to your target list of journalists with the salutation ‘John’, ‘Debbie’, ‘Katy’, etc.



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) Enter the first ‘Print, internet media’ subset by clicking on the text.

iii) Click on the words ‘Daily newspapers’ to see the regional headings, then any of those to see actual media.

iv) Click on any daily newspaper 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.

v) At any point you can add a whole category, region, or medium to your target group in Selected Media

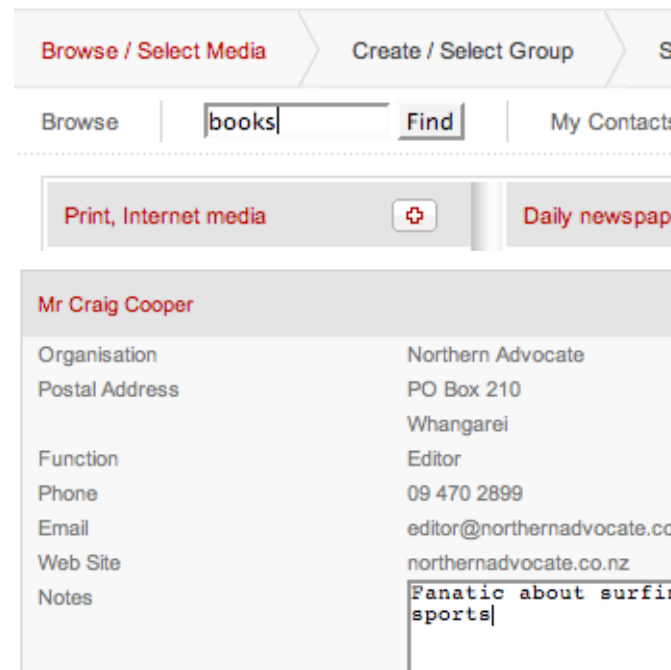
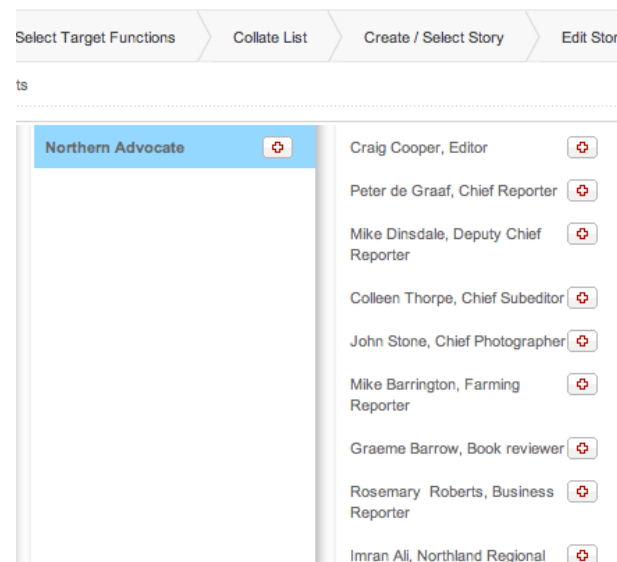
vi) Some newsrooms— daily newspapers in particular — feature several journalists with ‘rounds’ allocated, from agriculture to travel and tourism. You can pick any you want but note that ‘Target Function’ will make a one-person-per-medium list (see 9 below).

vi) Don’t do both unless you actually want double-ups.

vii) 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 to encourage harmonious media relations. Remember only the first fifty are free through the server.

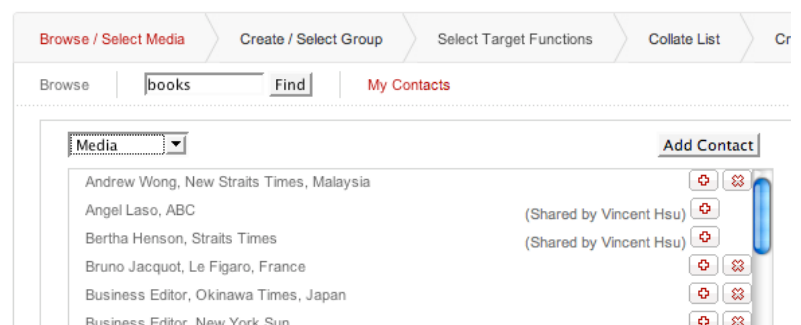
6) Search — interest words and keywords

Click Find and a search field appears. Interest words are entered in the Interest field of all media screens, providing the basis for the search function but which also searches through masthead titles. Keywords are entered into the personal screens of journalists so that communities of interest are built up. You can 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 (fictitious example shown here).



7) My Contacts

Note My Contacts available in Browse/Select Media mode where contacts can be entered as Personal, Media, Non-media, Staff or Clients. Enjoy the contact and despatch facilities of the program, with a Don’t Share option if you’re part of a Multiuser group (see Multiuser, 20, below) and wish to retain personal contact privacy.

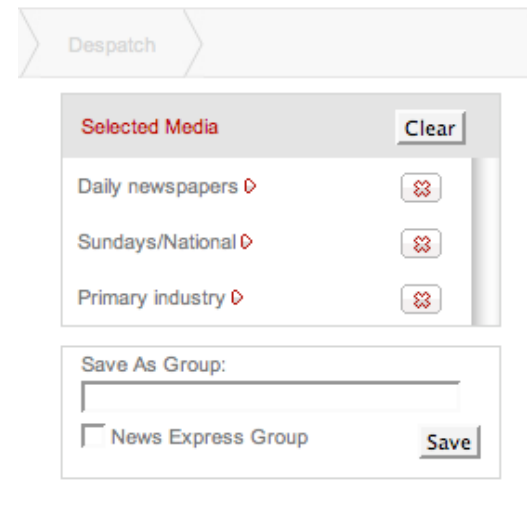


8) Create/Select Group

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 create a media target group with its associated target functions then enter a name and select Save As Group while in the Selected Media mode

ii) Alternatively choose a pre-assembled group from My Groups; or take one from a colleague in Shared Groups (see Multiuser, below); or enter News Express (see News Express, below)

iii) Need more media? — go back to Browse/Select media to add to your group



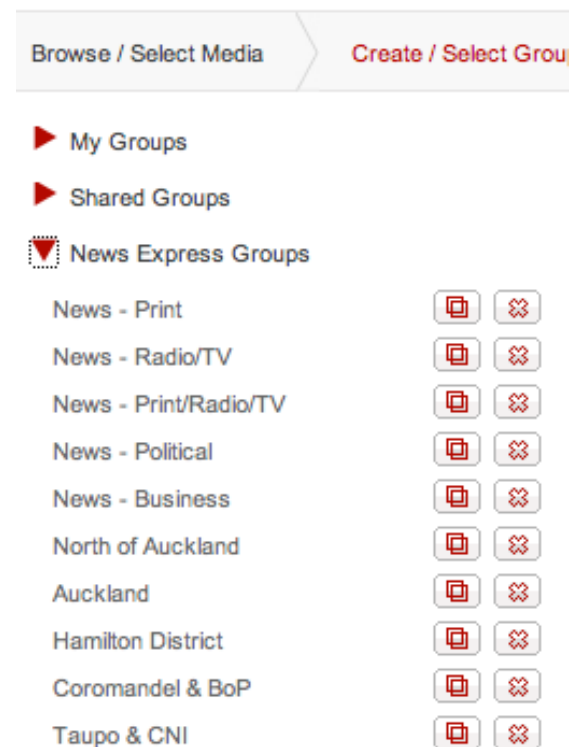
9) Copying Groups

i) You can copy groups easily if you want to modify a group or create separate versions — even NewsExpress groups. You may want to send a story to a round at some of the daily newspapers, but copy it to some of the picture editors, or break up the original group to suit alternative attachments (ie — spreading your precious JPEGs around).

ii) It's easy. Just click the copy icon, and the group will jump with Copy as suffix into your own My Groups. Click on its name and send it to Selected Media with the Add All button. Now you can add and subtract to match your needs before clicking Update Group.

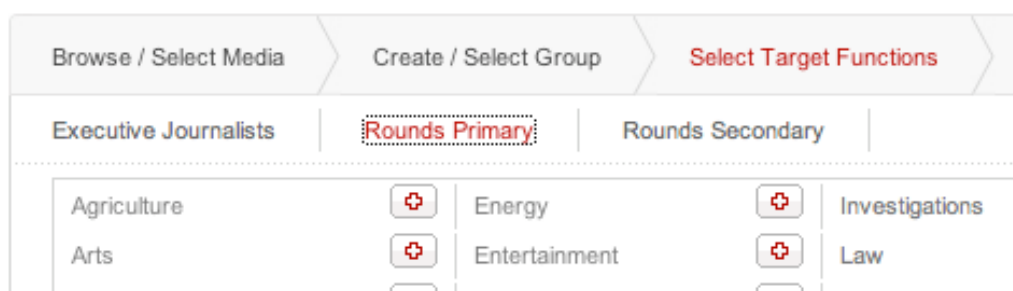
iii) Give it a new name for the My Groups list, and you may now want to delete the original group you copied from.

iv) You may want to modify an existing group. If so select it and Add All to Selected Media. Add or subtract media, then click the Update Group button.



10) Target functions

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



Rounds Primary; and Rounds Secondary. This is so you can choose a sequence of functions in priority order and the software will give you the first it meets from your list. The functions are intended to be generics common to all media, as distinct from titles which vary considerably across the spectrum. So...

i) Use 'Target Functions' when it's obvious that naming a round like Business as the first priority function would enable the software to do its job for a good proportion of the media selected, such as the daily newspapers.

ii) Bear in mind that not all media chosen will have your first choice, so include Chief Reporter, Newsdesk and Editor, typically, after the round choice, and in that order, to achieve your objective. But you'll only get one per medium. And you can adjust the sequence with the up-and-down arrows.



iii) Industry knowledge is important. If you've included media from radio and television sectors as well as print in your group then you need to know or find out which of the 'Target Functions' selections will collect the people you want. Also bear in mind that both big radio commercial groups — RadioWorks and radionetwork — have distribution points at their head offices. Go to Radio Live (HQ) for the former, and radionetwork HQ for the latter.

iv) 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 subordinate to Features is another example.

v) An agency inclusion would bring in the necessity for the bureau chief label

vi) Cover off radio or television with station manager, programmes and producer. They can be safely tagged on the end.

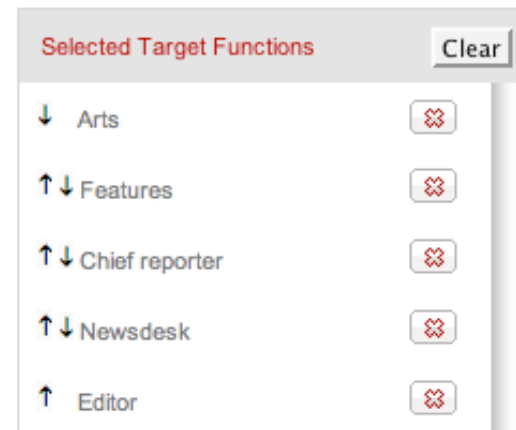
vii) You can have as many as you want but just bear the sequence in mind. You'll only get one journalist per medium. And it's worth repeating that the RadioWorks and radionetwork companies have Newsdesk options which they prefer you to use to cover all their stations (see 9iii).

viii) The software will search the media in your group and select the first function which satisfies a selection criterion on the list.

ix) You can travel up and down the first three tabs on the work-flow strip to identify what target function gathers in the right person, clear on all media screens.

x) 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 #16).

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



11) Collate List

Omit	Organisation	Person	Email	Title	Send Fax
<input type="checkbox"/>	Ashburton Guardian	Sue Newman	sue.n@theguardian.co.nz	Chief Reporter	<input type="checkbox"/> 03 307 7980
<input type="checkbox"/>	Bay of Plenty Times	Graham Skellern	graham.skellern@bopp.co.nz	Business Editor	<input checked="" type="checkbox"/> 07 571 8878
<input type="checkbox"/>	Daily Chronicle	Chrys Ayley	news@chronicle.co.nz	Business Reporter	<input type="checkbox"/> 06 366 0258

i) Go on to Collate List to review your list.

ii) Has it got a person or duty reporter against every medium, except where Newsdesk has come into play, and have all target media got an email address?

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

iv) Consider whether to add a fax to any of your target media (there is a charge of 35c/page for this service) for media you know prefer a hard copy option.

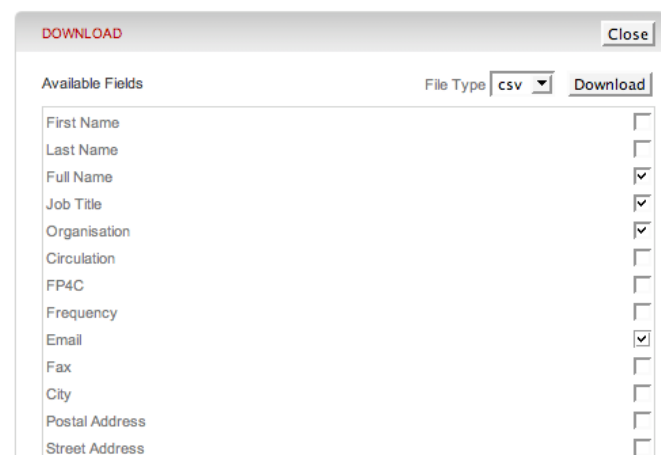
Send Fax

03 307 7980

09 360 3459

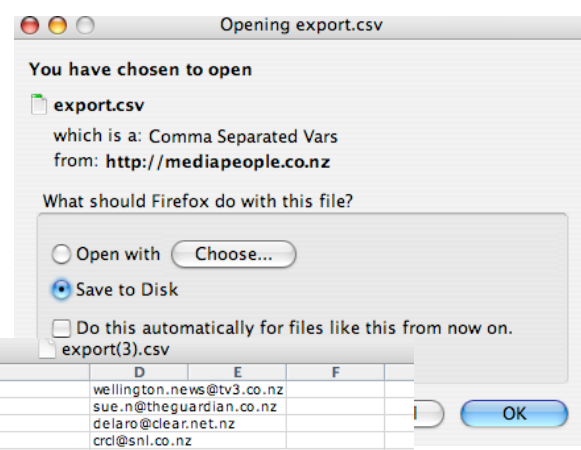
v) You can download your group to send as an abbreviated list - eg name, title, company - to a client or colleague, or choose the fields required for labels, or for redeployment in a database such as Excel to be picked up by a spreadsheet program, or to go to an email program like Outlook Express.

vi) Click the Download export csv icon to get this dialogue box and select the appropriate fields for your purpose. Here the assumption is that you want to email from a different program so 'full name', 'job title', 'organisation' and 'email' fields have been ticked.



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

viii) Now you've got an Excel spread sheet for your purpose



	A	B	C	D	E	F
1	Newsdesk	Reporter	3 News Wgtn	wellington.news@tv3.co.nz		
2	Ms Sue Newman	Chief Reporter	Ashburton Guardian	sue.n@theguardian.co.nz		
3	Dr David Robie	Publisher	Asia Pacific Network	delaro@clear.net.nz		
4	Ms Heather McCracken	Chief Reporter	Auckland City Harbour News	crcl@snl.co.nz		
5	Mr Edward Rooney	Chief Reporter	Aucklander (The)	edward.rooney@theaucklander.co.nz		
6	Mr David Dunham	Chief Reporter	Bay of Plenty Times	david.dunham@bopp.co.nz		
7	Mr Gareth Vaughan	Editor	businessday.co.nz	gareth.vaughan@fairfaxdigital.co.nz		
8	Mr Nick Gormack	Editor	Business North/South	nickg@waterfordpress.co.nz		
9	Ms Kelly Deeks	Editor	Business Rural	kellyd@waterfordpress.co.nz		
10	Mr Simon Edwards	Editor-In-Chief	Central Community Newspapers HQ	editor@huttnews.co.nz		
11	Ms Anna Leask	Chief Reporter	Christchurch Star (The)	anna.leask@starcanterbury.co.nz		
12	Mr David Naulis	Editor	Consumer	editor@consumer.org.nz		
13	Mr Stephen Bell	Chief Reporter	Daily Chronicle	news@chronicle.co.nz		
14	Ms Ingrid Tirilana	Chief Reporter	Daily Post	news@dailypost.co.nz		
15	Mr Oskar Alley	Chief Reporter	Dominion Post	oskar.alley@dompost.co.nz		
16	Ms Lynnaire Johnston	Editor	Electrical and Automation Technology	editor@electricaltechnology.co.nz		
17	Mr Neil Frank	Managing Editor	ElectroLink	neil@electrolink.co.nz		
18	Mr Matt Freeman	Editor	Energy News	matt@freemanmedia.co.nz		
19	Ms Vicki Connor	Editor-In-Chief	EnergyWise News	energywiseneeds@eecca.govt.nz		
20	Ms Marianne Gillingham	Chief Reporter	Gisborne Herald	editorial@gisborneherald.co.nz		
21	Mr John Cooney	Managing Editor	Grapevine	john@grapevine.org.nz		
22	Ms Laura Mills	Chief Reporter	Greyhound Star (The)	lauram@greystar.co.nz		
23	Mr Grant Harding	Chief Reporter	Hawke's Bay Today	grant.harding@hbtoday.co.nz		
24	Mr Paul Madgwick	Editor	Hokitika Guardian	editor@greystar.co.nz		
25	Mr Phil Taylor	Chief Reporter	Howick and Pakuranga Times	philt@times.co.nz		
26	Duty Reporter	Duty Reporter	Independent (The)	news@theindependent.co.nz		
27	Mr Peter Hodge	Manager	Infonews.co.nz	peter@infonews.co.nz		
28	Mr Ian Wishart	Editor	Investigate	ian@investigatemagazine.com		
29	Mr Simon Hendery	Editor, iStart & Mobile Business	iStart	istart@istart.co.nz		
30	Ms Debra Jensen	Communications and Promotions Manager	Korero Maori	debra@tetaurawhiri.govt.nz		
31	Ms Lee Matthews	Chief Reporter	Manawatu Standard	lee.matthews@msl.co.nz		
32	Ms Sonia O'Regan	Chief Reporter	Marlborough Express (The)	soregan@marlsexpress.co.nz		
33	Ms Jenny Nicholls	Art Director	Metro Magazine	jnicholls@acpmagazines.co.nz		
34	Mr Bill Horsley	Editor	MG Business	bh@mgpublications.co.nz		
35	Ms Liz Fraser	Business Manager	MSN New Zealand Ltd	liz.fraser@msn.co.nz		
36	Ms Deborah Lahatte	Production Editor	National Business Review (The)	dlahatte@nbr.co.nz		
37	Ms Vanessa Phillips	Chief Reporter	Nelson Mail	chiefreporter@nelsonmail.co.nz		
38	Mr Andrew Austin	Chief Reporter	New Zealand Herald	andrew.austin@nzherald.co.nz		

Create New Story

ix)12) Create/Select Story

i) Pick up an archived story, one from a colleague (the Multiuser option) or click the Create button to enter a new one.

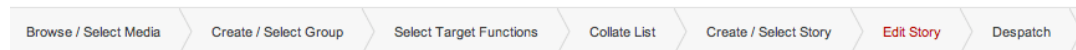


Date and Time	Group	Subject	Description	Attachment	Recipients	Batch	Type	Status	View	Delete
31/07/2008 10:00:00 PM		Scheduler filler	scheduler filler		5	23038	email	pending		

13) Edit Story

i) Choose between Immediate Despatch and the Schedule buttons. If you schedule the story it goes to History where it can be accessed and deleted if you've made a mistake.

ii) Only one attachment is possible so if you've more than one create a folder and use that as a collective attachment, if necessary compressing it before adding it to despatch.



Enter time and date to schedule the release (optional)
 Immediate Despatch Schedule To [- Time -] [- Date -] New Zealand Time Zone: current time 1:06 PM (Wed)
 Don't display on MediaPeople website

Subject/Headline
SOUTH ISLAND CATCHING UP

Description (not included in email message)
Chchpr:57

Attachment:
 Browse...

Logo:
 Browse...

Location: Top Bottom

Choose HTML or Plain Text Email: HTML Email Plain Text Email

Plain Text Body
For immediate release
SOUTH ISLAND CATCHING UP
A new economic survey demonstrates that the South Island, with its switch to dairying and industrial development in the fast-growing Christchurch and Canterbury region blah blah
Ends

Text by Gabriel Fortescue for the South Island Development Council.
Tel:(03)123 4567 Email: publisher@mediapeople.co.nz
((First Name))the attachment is a great shot of the latest power from waves installation adjacent to Akaroa Harbour

Insert First Name

Append Signature

Comment here is that journalists are by and large hostile to attachments, especially when used for 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 (see 8iv above) and a more complex strategy could be considered. Limit attachments to less than 1MB to avoid clogging media email lines and getting a rejection notice from our server.

Attachment:
 Browse...

Logo:
 Browse...

Location: Top Bottom

Choose HTML or Plain Text Email: HTML Email Plain Text Email

HTML Email:
You have an html file: Diacritics.htm

Test Sent successfully at 5:32:01 PM.

14) HTML format option

Choose the HTML option and browse to pick a Word file (for example) saved as HTML to send your release. In this way formatting and tables can be retained. Images also, but confer with us as preparation requires some technical input to establish correct links between email contents and the server where they are stored.

The macron — as used in the long 'a' of Māori — is not possible in text-only, but of course 'Keycaps' capability is available in word-processing programs, so obligations to Māori as an official language can be met using the HTML option. Here's a snippet of HTML text.

Māori words can carry their diacritics in HTML. The macron, used to denote the lengthening of the vowel it is applied to, is available in the Maori language version of Word, but has to be selected in your computer's preferences. But note that the dieresis is intellectually respectable (Māori) and separates the 'a' for pronunciation purposes.

All other layout capabilities are also available, including font and colour changes.

http://www.mediapeople.co.nz/optout/index.php?optout_code=FhgbGgRLTExdWVReX1EbW1hTXHpLXU9SViEsJy0wayEoPj1kJTY=

15) Opting out

i) This URL script is now imposed on all press releases delivered by our server as above.

The source email address — the one you use — can now be black-listed by the journalist offended by receipt of your despatch. His/her email address will become unavailable to you immediately probably with the medium he/she represents now grayed-out in your database. So bear this in mind if you 'lend' your files to others.

16) Logo

Add a logo to the top or bottom of your release while retaining a plain text communication. Use JPG, 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.

16) First Name and Signature

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

```
Ends  
Text by Gabriel Annunzio on behalf of Save the Hoki Inc. Contact gabriel@bagelsville.co.nz  
or by 'phone during the day on 09 12 1234.  
((First Name))the attachment is a superb shot of leaping hoki in the Hikurangi Gorge.
```

< < Preview Body > >|

recipients about, for example, the attachment (if any), simultaneous submissions, illustrations, backgrounders, additional information etc (see pic at 13ii above).

18) MediaNZonline 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.

19) Now complete the procedure: do a Review Body and 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.

20) 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). Copy Bounceback emails to our database manager for the common good by clicking the Tell Us! tab and pasting them in (please!).

MEDIA MONITORS


[Latest Press Releases on the MediaPeople website](#)

1 Scheduled Email

ate / Select Story Edit Story **Despatch**

Free of charge for first 50 plain text or HTML emails per despatch
One credit for every extra plain text or HTML email
One credit per small attachment and/or logo (combined size under 100kB)
Two credits per large attachment and/or logo (combined size between 100kB and 1MB)

Send

Title Send Fax



NEWS EXPRESS HISTORY **TELL US!** SETTINGS

21) *The Multiuser Option*

i) MediaNZonline's Multiuser version 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 his/her 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

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.

v) 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.

vi) 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

22) News Express.

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

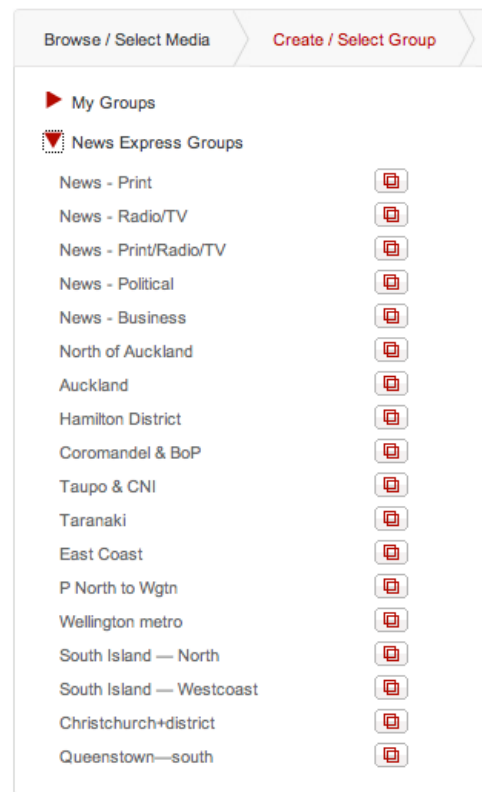
Here is the simple procedure.

i) Choose News Express group

ii) Enter story (Immediate only)

iii) Hit the Send button.

You can also copy a News Express group to your own group list for enhancements using the copy icon. The copy icon version is available in Create/Select Group mode.



Ends

Operational support from publisher David Reade

tel 0064 4 475 8166 david@mediapeople.co.nz

www.mediapeople.co.nz; www.medianonline.com; www.fotostor.com

International list selection – contact Trudy Atherton on trudy@mediapeople.co.nz and ask her for a quote for your North American or UK/Europe stories. Training @ \$125/hr – contact David Reade on david@mediapeople.co.nz.

Technical support at \$125/hour from our developers, Digital Fusion of Christchurch. Tel 03 377 3797 or vincent@digitalfusion.co.nz.