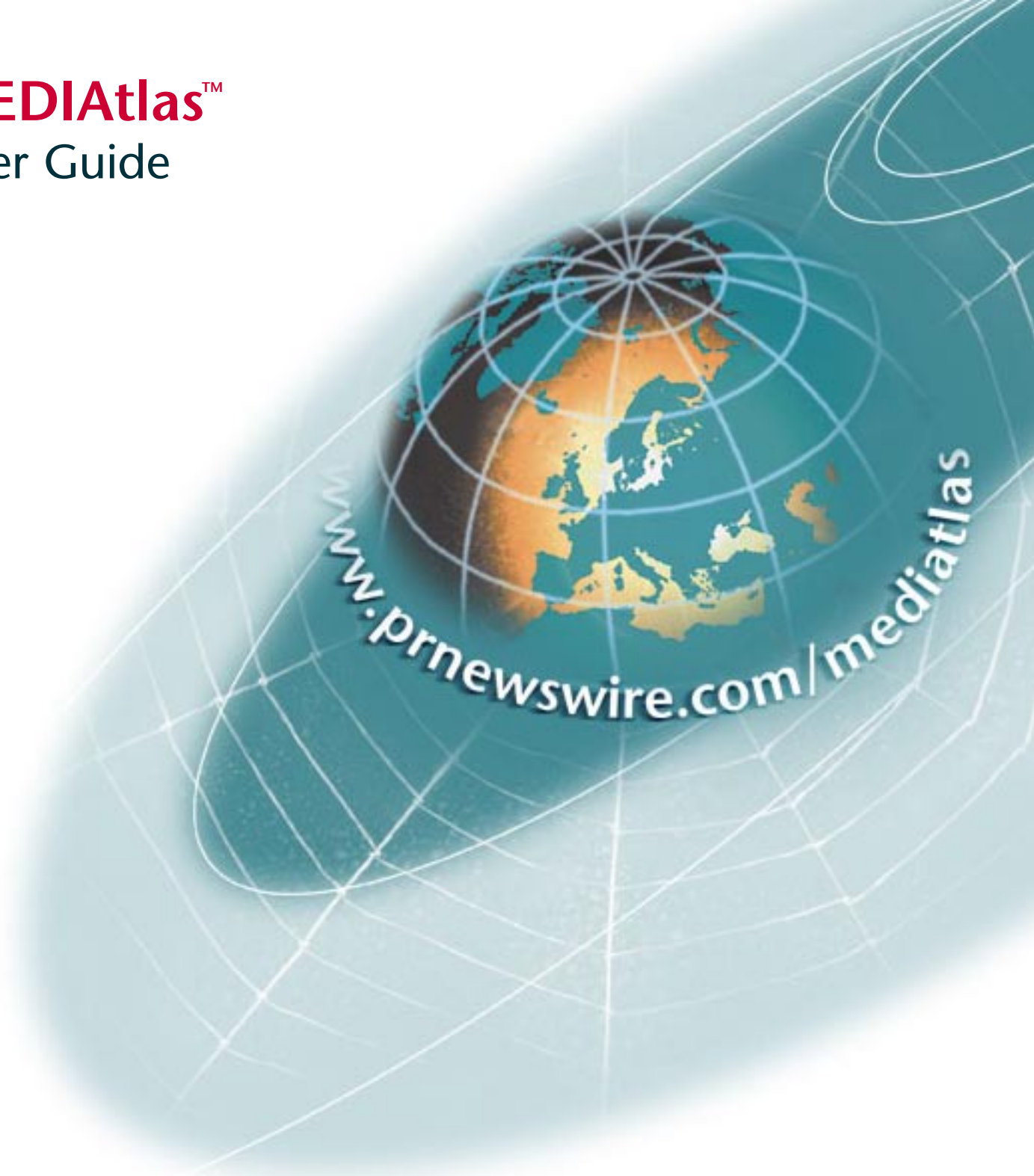


# MEDIAAtlas™

## User Guide



## Section 4

Project and activity management



**PR Newswire**  
United Business Media

**MEDIAAtlas™ is a web-based application that provides anytime, anywhere access to global media and journalists through the use of the Internet. Within MEDIAAtlas™ it is possible to search for journalists or publications according to various criteria, such as subject area, organisation type, and location.**

### ***Media Contacts***

This screen allows you to locate specific contacts at publications according to the topic areas that they are interested in, such as news, features, fashion etc. This search screen is ideal if you wish to search for more than one contact at a publication, such as when organising a local press event.

### ***Media Outlets***

This screen allows you to search for contacts and organisations, as in the Media Contacts screen. This screen however, allows you to target only one person per publication and is therefore ideal if you wish to reach key journalists in a particular market area.

### ***Forward Features***

This screen allows you to search for forward feature information, in relation to individual journalists, publications and topic areas.

MEDIAAtlas™ is also equipped with a sophisticated project and activity management facility. Projects can be added, monitored and tracked throughout an organisation, or within a set project team. A project can consist of different activities, which in turn can be linked to contacts, publications, as well as individual project team members.

MEDIAAtlas™ also contains a user management function that allows different users within an organisation to be linked together to produce different data groups. These data groups can be set up to reflect the internal structure of a PR organisation, such as the 'consumer' or 'healthcare' teams. As employees are assigned to different data groups, users only have access to relevant lists, projects and activities.

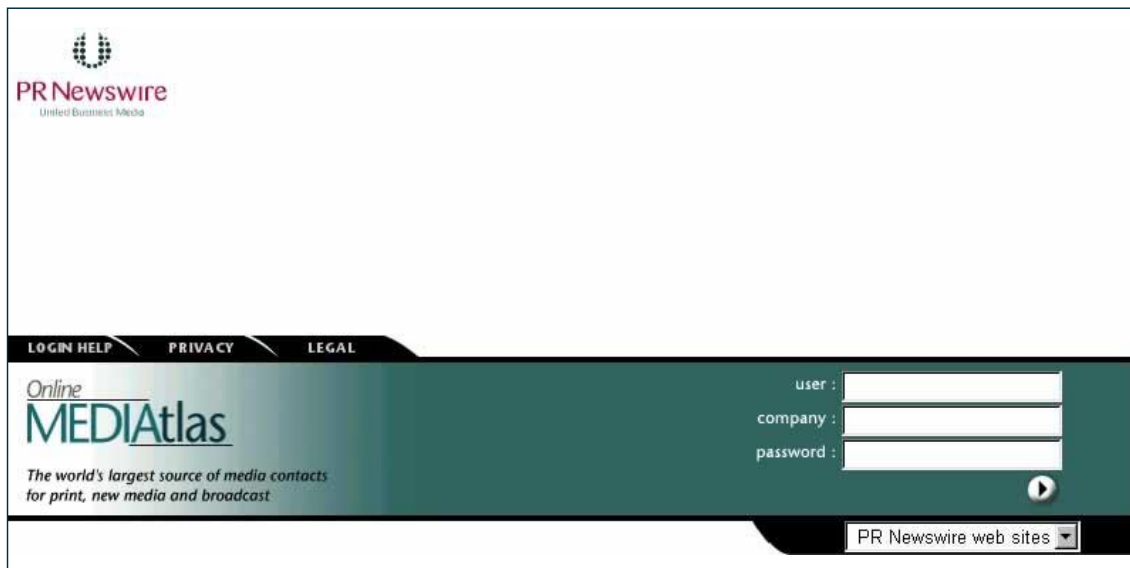
### How to log into MEDIAAtlas™

- Open up your internet browser.
- In the address field, type in the following address:

http://www.prndirect.com/mediatlas

- Choose your language, and then your country.

A MEDIAAtlas™ login screen should now appear.



- Enter your User name, Company name and Password in the appropriate fields.
- Click on the arrow or hit the Return/Enter key on your keyboard to submit your details.

The MEDIAAtlas™ Home page should now appear.

## **SECTION 4: Project and Activity Management**

- 4.1 Overview**
- 4.2 How to Add a Project**
- 4.3 How to Find a Project**
- 4.4 How to Add an Activity**
- 4.5 How to Add a Batch Activity**
- 4.6 How to Find an Activity**

## SECTION 4: Project and Activity Management

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### 4.1 Overview

MEDIAAtlas™ is equipped with a sophisticated project management facility. Projects can be added, monitored and tracked throughout your organisation or within a set project team. A project can consist of different activities. Activities can be linked to different contacts, publications, as well as individual project team members..

## 4.2 How to add a project

- Click on the Projects tab.

The Find Projects screen should now appear.

- Click the add project link.

The Add Project screen should now appear.

- Enter the project name and fill in associated details such as due date and event date.
- Click on appropriate links such as to related contacts, or documents.
- Click submit.

## 4.3 How to find a project

- Click on the Projects tab.

The Find Projects screen should now appear.

The screenshot shows the 'Find Projects' screen in the Online MEDIAAtlas™ interface. The page header includes the PR Newswire logo, the Online MEDIAAtlas™ logo, and a 'powered by VOCUS' logo. The navigation menu includes Home, Media Contacts, Media Outlets, Activities, Forward Features, Admin, Projects, and More Folders. The 'Find Projects' section contains several search criteria fields: Name, Type, Category, End Date (with a note 'All dates are in 'dd/mm/yyyy' format'), Event Location, Status, Managed By, Notes, File Type (eg .doc), and List. A 'Submit >>' button is located at the bottom right of the search criteria section. On the right side, there are 'Results' and 'Queries' sections. The 'Results' section includes a 'Sort By' dropdown (set to 'Prj. Name'), 'Sort Order' radio buttons (Asc. selected, Desc. unselected), 'Append' radio buttons (Yes selected, No unselected), and a 'Number' dropdown (set to '(Maximum)'). The 'Queries' section includes a 'Select Query' dropdown (set to '(New)'), a 'Save As' field, and 'Save >' and 'Delete >' buttons. A 'Lists' section at the bottom right includes a 'Select List' dropdown.

- Enter your search criteria e.g. The project name.
- Click Submit.
- Click on the name of the required project.

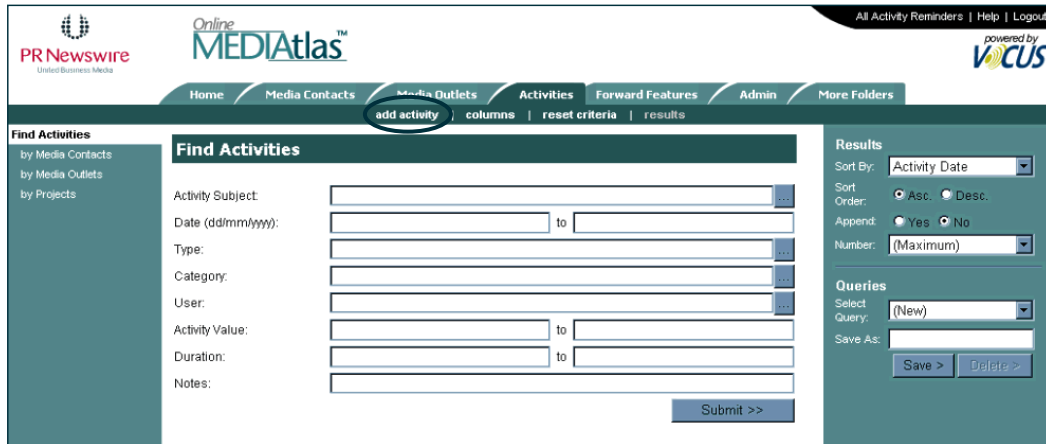
A screen displaying the required project should now appear where you can enter or edit any information.

## 4.4 How to add an activity

Activities are actions that may or may not be part of a project, such as sending a press release or booking a conference facility.

- Click on the Activities tab.

The Activity screen should now appear.



The screenshot shows the Online MEDIAAtlas interface. The navigation bar includes 'Home', 'Media Contacts', 'Media Outlets', 'Activities', 'Forward Features', 'Admin', and 'More Folders'. The 'Activities' tab is selected, and the 'add activity' link is circled. The main content area is titled 'Find Activities' and contains several search criteria fields: Activity Subject, Date (dd/mm/yyyy), Type, Category, User, Activity Value, Duration, and Notes. There are also 'Submit >>' and 'reset criteria' buttons. On the right side, there are 'Results' and 'Queries' sections with various options and buttons.

- Click on Add Activity link.



The screenshot shows the 'Add Activity' form in the Online MEDIAAtlas interface. The form is divided into three sections: 'General', 'Attachment', and 'Links'. The 'General' section includes fields for Media Contact, Media Outlet, Activity Subject, Date (05/09/2001), Type, Category, Data Group ((Default)), and Activity Reminder Active (radio buttons for Yes and No). The 'Attachment' section includes Attachment Type (radio buttons for File and Link) and a New Attachment field with a 'Browse...' button. The 'Links' section is currently empty.

- Enter the activity name and fill in associated details such as type, subject and date.
- Click on Links if you wish to assign the activity to a related project .
- Click Submit.

## 4.5 How to add a batch activity

Activities are tasks or actions that may or may not be part of a project. It is possible to assign activities not only to an individual, but also to a set of search results. If you wish to assign the same activity to a set of results, then the Create batch activity option must be utilised.

- Execute a search so that the required records appear in the Results screen

Include	Contact Name	Outlet Name	Contact Phone Number	Contact Conf. E-mail	Outlet Circulation Audience (D)	Contact Address Line 1	Contact Town/City
<input checked="" type="checkbox"/>	<a href="#">Purves, Leigh</a>	<a href="#">Galaxy 105-106</a>	+44 (0)191- 206 8000		557,000	Kingfisher Way	Wallsend
<input checked="" type="checkbox"/>	<a href="#">Betti-Cusson, Martine</a>	<a href="#">Le Figaro Magazine</a>	+33 (0)1 42 21 62 00		514,562	83, rue Montmartre	Paris
<input checked="" type="checkbox"/>	<a href="#">Louis, Cyrille</a>	<a href="#">Le Figaro</a>	+33 01 42 21 62 00		372,661	37, rue du Louvre	Paris
<input checked="" type="checkbox"/>	<a href="#">Menessier, Marc</a>	<a href="#">Le Figaro</a>	+33 01 42 21 62 00		372,661	37, rue du Louvre	Paris Cedex
<input checked="" type="checkbox"/>	<a href="#">Pettincolas, Catherine</a>	<a href="#">Le Figaro</a>	+33 01 42 21 62 00		372,661	37, rue du Louvre	Paris
<input checked="" type="checkbox"/>	<a href="#">Vanlerberghe, Cyrille</a>	<a href="#">Le Figaro</a>	+33 01 42 21 62 00		372,661	37, rue du Louvre	Paris Cedex
<input checked="" type="checkbox"/>	<a href="#">Battikh, Sylviane</a>	<a href="#">Ça m'intéresse</a>	+33 01 56 99 60 14		221,287	43-45, avenue de Clichy	Paris Cedex
<input checked="" type="checkbox"/>	<a href="#">Diricq, Agnès</a>	<a href="#">Ça m'intéresse</a>	+33 01 56 99 60 29		221,287	43-45, avenue de Clichy	Paris Cedex
<input checked="" type="checkbox"/>	<a href="#">Mézière-Levesque, Catherine</a>	<a href="#">Ça m'intéresse</a>	+33 01 56 99 60 15		221,287	43-45, avenue de Clichy	Paris Cedex
<input checked="" type="checkbox"/>	<a href="#">Pustienne, Jean-Pierre</a>	<a href="#">Ça m'intéresse</a>	+33 01 56 99 60 24		221,287	43-45, avenue de Clichy	Paris Cedex
<input checked="" type="checkbox"/>	<a href="#">Douhi, Safi</a>	<a href="#">Libération</a>	+33 01 42 76 17 89		174,310	11, rue Béranger	Paris Cedex
<input checked="" type="checkbox"/>	<a href="#">Ducruet, Catherine</a>	<a href="#">Les Echos</a>	+33 01 49 53 65 65		153,048	46, rue la Boétie	Paris Cedex

- Click on the link to batch activity

The Create batch activity screen should now appear.

**Create Batch Activity**

**General**

Activity Subject:

Date:

Type:

Category:

Activity Reminder Active:  Yes  No

**Links**

Project:

**Other**

User:

Duration:

Activity Value:

**Notes**

Notes:

- Enter the activity name, and fill in associated details, such as activity subject, type and date
- Click on links if you wish to assign the activity to a related project
- Click Submit

The activity should now have been assigned to the selected records.

## 4.6 How to find an activity

- Click on the Activities tab.

The Find Activities screen should now appear.

The screenshot shows the 'Find Activities' interface. At the top, there's a navigation bar with tabs: Home, Media Contacts, Media Outlets, Activities (selected), Forward Features, Admin, and More Folders. Below the navigation bar, there's a sub-navigation bar with links: add activity, columns, reset criteria, results. The main content area is titled 'Find Activities' and contains several search criteria fields: Activity Subject, Date (dd/mm/yyyy), Type, Category, User, Activity Value, Duration, and Notes. Each field has a dropdown arrow. To the right of the search fields are 'Results' and 'Queries' sections. The 'Results' section includes 'Sort By' (Activity Date), 'Sort Order' (Asc/Desc), 'Append' (Yes/No), and 'Number' (Maximum). The 'Queries' section includes 'Select Query' (New) and 'Save As'. A 'Submit >>' button is located at the bottom right of the search area.

- Enter your search criteria such as the activity name.
- Click Submit.
- Click on the activity you require.

The activity screen should now appear.