

Personal Profiles

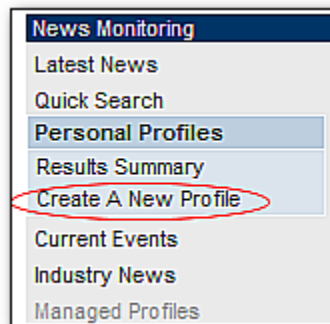
Personal Profiles are saved searches that allow you to monitor the media for news stories of interest to you and your organization. By using keywords and phrases to define topics you wish to follow, Personal Profiles will compile relevant news items each day from our complement of sources. Your Profile results are updated every time you refresh your Personal Profiles page.

Creating Personal Profiles

To create a new Personal Profile click on the 'Personal Profiles' link located on the News Monitoring navigation menu on the left-side of your screen.



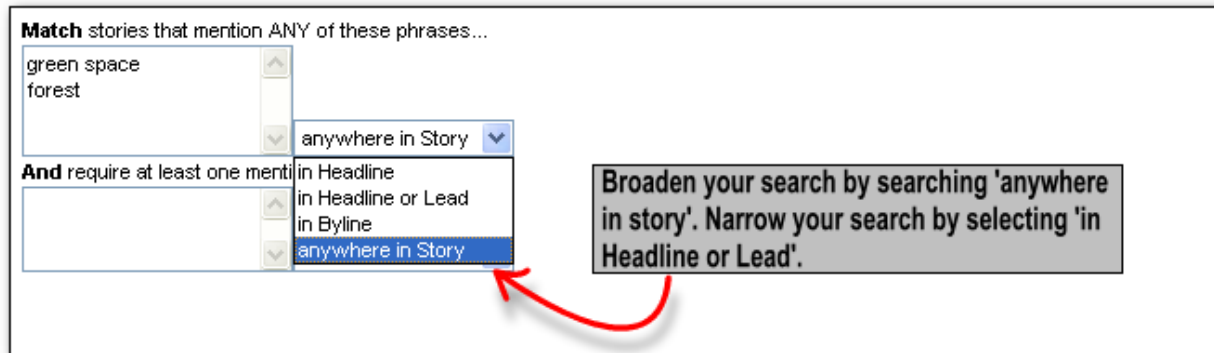
Once selected, your screen will refresh to the 'Profiles – Summary page'.



Click 'Create a New Profile'.

Once your screen refreshes, enter the name of your profile in the first field; 'Profile Name'. The name you choose to enter here is not included as a search word. It is for your reference only. If you have multiple Personal Profiles, they will be displayed in alphabetical order, based on the profile name.

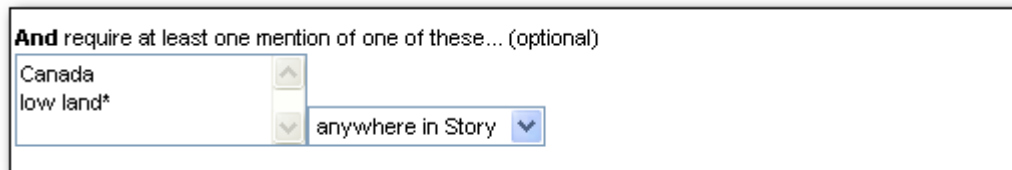
Enter your main search terms or keywords in the “Match stories that mention ANY of these phrases ...” box. Each word or phrase must be on a separate line. The search will look for ANY terms entered into this box. **NOTE: You are limited to a maximum of 255 characters (including spaces) in this box. If you wish you use more characters you may switch to Expert Mode, described later in this document.**



The screenshot shows a search interface with two main sections. The top section is titled "Match stories that mention ANY of these phrases..." and contains a text box with the terms "green space" and "forest". To the right of this text box is a dropdown menu currently set to "anywhere in Story". The bottom section is titled "And require at least one mention of one of these ..." and contains a text box with the terms "Canada" and "low land*". To the right of this text box is a dropdown menu with options: "in Headline", "in Headline or Lead", "in Byline", and "anywhere in Story". A red arrow points from a callout box to the "anywhere in Story" option in the dropdown menu. The callout box contains the text: "Broaden your search by searching 'anywhere in story'. Narrow your search by selecting 'in Headline or Lead'."

Use the pull-down menu to pinpoint where you would like your search terms to appear within your resulting stories. By restricting your search to 'in Headline or Lead' you will locate major articles on your topic.

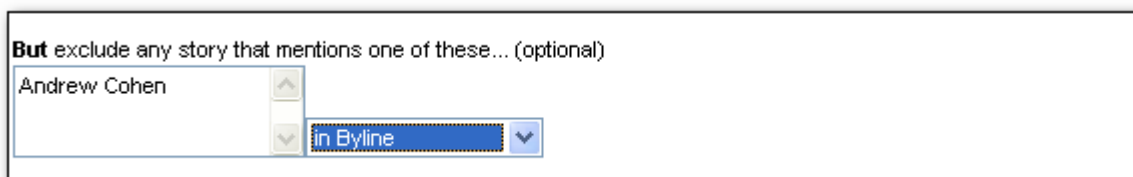
If desired, enter additional search terms in the 'And require at least one mention of one of these ...' box. These are additional search concepts. At least one term entered here must also appear in all resulting stories. Again, use the pull-down menu to pinpoint where search terms will appear within stories.



The screenshot shows a search box titled "And require at least one mention of one of these... (optional)". The text box contains the terms "Canada" and "low land*". To the right of the text box is a dropdown menu set to "anywhere in Story".

Note: The asterisk (*) is a wildcard character which allows automatic retrieval or exclusion of varied word endings. For example, the search term 'land*' – as seen above – will retrieve stories that mention 'land,' or 'lands,' but also 'landing,' 'landed,' 'landings,' etc.

If desired, enter search terms which must NOT appear in the stories in the third text box; 'But exclude any story that mentions one of these'.



The screenshot shows a search box titled "But exclude any story that mentions one of these... (optional)". The text box contains the term "Andrew Cohen". To the right of the text box is a dropdown menu set to "in Byline".

Terms entered into this box are given precedence when combined with your other search terms. Avoid entering general terms that can be used in multiple contexts. Once more, use the pull-down menu to pinpoint where search terms will appear within stories.

Exclusion Filters

Exclusion Filters are an additional way of filtering results. If selected, articles classified with the selected story type will be *excluded* from your Personal Profile results.

Select the filters you wish to activate by clicking a checkmark in the box beside the desired filter.

- The **Editorials** filter excludes any article whose story type is classified as an Editorial.
- The **Letters to the Editor** filter excludes any article whose story type is classified as a Letter to the Editor.
- The **Sports** filter excludes any article which originated in the Sports section of the newspaper.
- The **Arts, Life, Homes, Food** filter excludes any article which originated in the Arts, Life, Homes and Food sections of the newspaper.
- The **News Briefs** filter eliminates columns of short news summaries, where the title or headline of the column is 'News Briefs.'
- The **Stock Market Summaries** filter eliminates lists of stock market results.
- The **Caption Only** filter excludes any item which has no story text. For example, the caption of photos or other images that ran without an accompanying article.
- The **CP Wire in papers** filter excludes articles whose source is CP Wire (Canadian Press). This allows you to cut down on duplicate results. This Filter will NOT exclude the original CP Wire articles. It only eliminates those versions printed in newspapers.
- The **Obituaries** filter excludes Obituaries and death notices.

Exclusion Filters

- Editorials
- Letters to the Editor
- Sports
- Arts, Life, Homes, Food
- News Briefs
- Stock Market Summaries
- Caption Only
- CP Wire in papers
- Obituaries **NEW**

Selecting Sources

If you would like your Personal Profile search terms to be monitored in all of the available FPinfomart.ca sources, including radio stations and TV channels (if applicable to your subscription), choose the 'All available sources' option.

News Sources

- All available news sources
- Select a single news source
- Select a library of news sources
- Let me select from the full list of news sources
- None

Blogs

- All blogs (recommended)
- Select a blog
- None

If there is only one particular source that you would like your profile to scan, click on the drop-down menu to the right of the second field; 'Select a single source,' and choose the appropriate source.

“Source Libraries” are preset groupings of sources. Choose the ‘Select a library of sources’ option, and click the field’s drop-down arrow to select a library. If you have created your own ‘Source Libraries’ in the Archives module, you will be able to access these Libraries here.

The screenshot shows a web form with three radio button options: 'Select a single source', 'Select a library of sources', and 'Select a library of sources'. The third option is selected, and its dropdown menu is open, listing 'PRE-SET LIBRARIES' such as 'All Sources', 'All business news', 'All industry publications', 'English language', 'French language', 'Major regional papers', 'Maritime Papers', 'Quebec Papers', and 'Ontario Papers'. To the right of the dropdown is a link that says 'Manage your Libraries'. On the left side of the form, there is a 'CREATE' button.

If you wish to be more specific about which sources are searched, choose the ‘Let me select from the full list of news sources’ option, and click ‘Create.’

The screen will refresh to the ‘Select Sources’ screen. Place a check mark next to all the sources you would like to include in your Profile. Consider your source selection carefully by choosing items that will have the best and most relevant information on your topic. You may select from all available media types, including Newspapers, Magazines, Newswires, TV, and Radio.

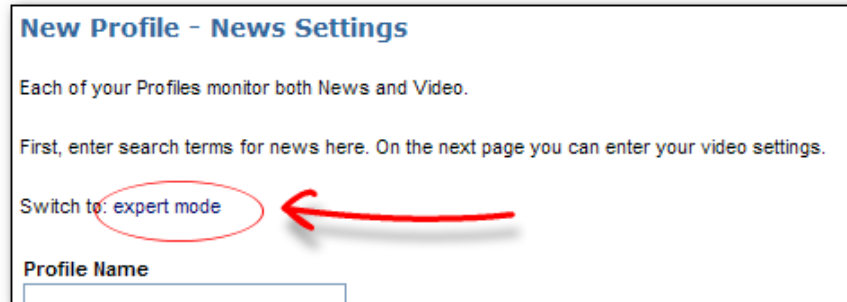
If you wish to save your source selection as a library, enter a library name at the bottom of the page and click ‘save’.

The screenshot shows a list of sources with checkboxes. The checked sources are 'Bank Technology News', 'Bond Buyer', 'Future Banker', 'Small Business Banker', and 'US Banker'. Below the list, there is a text input field labeled 'Library Name:' with a red arrow pointing to it and a callout box that says 'Enter your library's name here.'. Below the input field are 'SAVE' and 'CANCEL' buttons.

Your source library will be saved as well as your Personal Profile.

Expert Mode

If you would like your profile to include more than 255 characters or if you would like to create a more complex search using expert language, you may switch to Expert Mode at any time. Depending on what changes have been made, it may not be possible to change an Expert Profile back to the regular form-based view. For more information on Expert Query syntax, please see our help documentation online at: <http://www.fpinfomart.ca/help/topic/archives/expert/>



New Profile - News Settings

Each of your Profiles monitor both News and Video.

First, enter search terms for news here. On the next page you can enter your video settings.

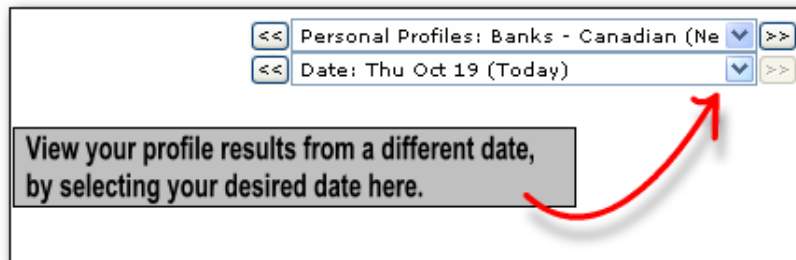
Switch to: **expert mode**

Profile Name

Viewing Personal Profiles

To view the results in your Personal Profiles, click 'Personal Profiles' in the News Monitoring navigation menu. Once clicked, your screen will refresh to a summary of your Profile results for today.

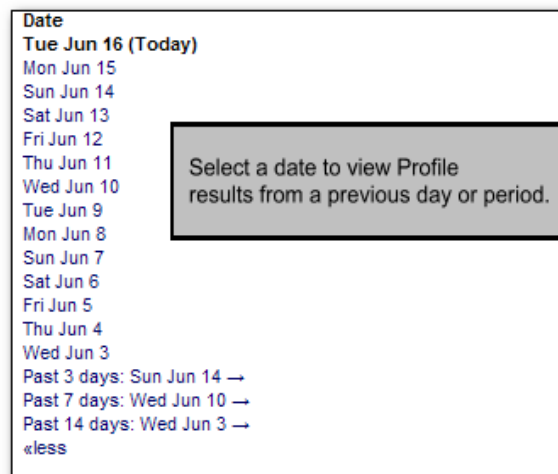
News results for the previous 14 days, and television results for the previous 10 days can be viewed by clicking on the drop-down date box, located in the upper-right corner of your screen.



<< Personal Profiles: Banks - Canadian (Ne >>
<< Date: Thu Oct 19 (Today) >>

View your profile results from a different date, by selecting your desired date here.

You can also view Personal Profile results from previous dates by using the 'Date' navigator located on the right hand side of any Personal Profile results page.



Date

Tue Jun 16 (Today)

Mon Jun 15
Sun Jun 14
Sat Jun 13
Fri Jun 12
Thu Jun 11
Wed Jun 10
Tue Jun 9
Mon Jun 8
Sun Jun 7
Sat Jun 6
Fri Jun 5
Thu Jun 4
Wed Jun 3

Past 3 days: Sun Jun 14 →
Past 7 days: Wed Jun 10 →
Past 14 days: Wed Jun 3 →
«less

Select a date to view Profile results from a previous day or period.

Viewing Personal Profile Results

Your Personal Profile results will be displayed as 'Peeks' showing the headline of the news piece, a portion of the story, the date of print or broadcast, and the Media Analysis information. Click on a headline to view the full text.

Reap long-term benefits of retirement savings
You've worked hard to build your retirement nest egg. However, now that Canadians over 45 can anticipate living well into their 80s or 90s, it's important to develop a strategy for drawing income...
Source: News Canada
Samia Observer (ON) - Thu, Oct 19, 2006 - 317 words
Ad Value: \$336.80 Exposure: 18,556
Sentiment: 9 / 0

Click here to view the full text of this article.

Once your screen refreshes to the full text of the article, there are a number of different document tools available to you.


NATIONAL POST
Suit worries search and rescue teams; Liability Issues
National Post
Wed Jun 17 2009
Page: A10
Section: Canada
Byline: Kelly Sinoski
Source: Canwest News Service

Document tools are available from within the full text of each article

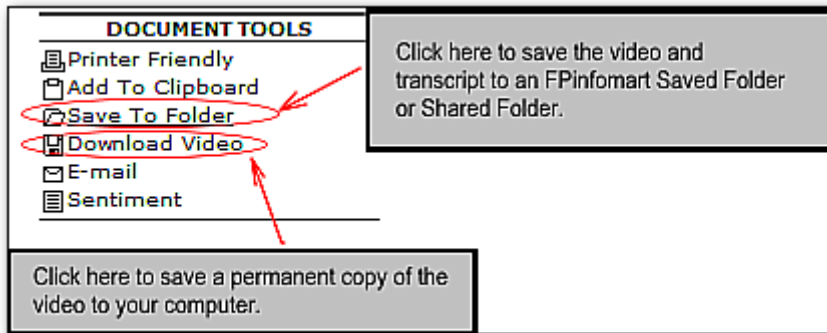
DOCUMENT TOOLS
Printer Friendly
PDF Output
E-mail
Add To Clipboard
Save To Folder
Sentiment
Quotes

If you have added television sources, these results will also appear in your Personal Profiles. Television 'peeks' show the name of the program, the keyword in context, the network and channel, the geographic location of the broadcaster, the broadcast date and time, the length of the video clip, as well as the tone.

Click a Video Clip's headline to view its video and transcript.

News at Noon

-- cuts in physical education and cuts in sports. where is the money going? it is going to olympic preparation. it the ioc cared about sports, that means access. they would not be taking...
CHCH News Hamilton (CHCH) - Fri Jan 22 2010, 12:38-12:48pm ET - 36 minutes ago
Tone:

Once you have viewed the transcript and video, you will have the option to download a permanent copy of the video to your computer or save the video and transcript to a Saved Folder or Shared Folder for 30 days from the broadcast date. If you would like to email the video clip to colleagues, click 'Share Video' once it has been saved in a folder. Once you have 'shared the video' click 'E-mail' from the Document Tools menu to send it to your colleagues.



If you have downloaded a video to your computer you will need a Flash player in order to view it. When you click 'Download Video' you will be provided with two options for free downloadable Flash Players.

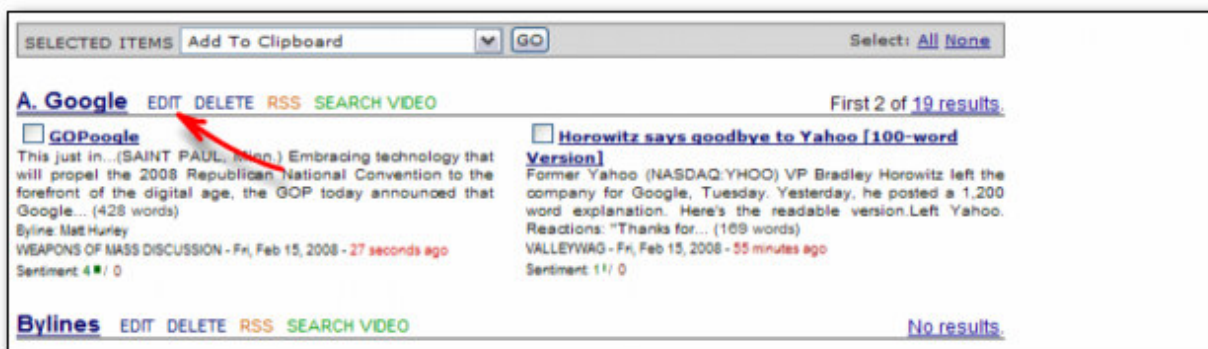
Editing Personal Profiles

The keywords and sources in Personal Profiles can be changed at any time from either the 'Personal Profiles - Summary' page, as well as from within the 'Personal Profiles - Results' screen.

To get to the Profiles - Summary page, click the 'Personal Profiles' link located on the News Monitoring navigation menu.

Once the page refreshes to the 'Personal Profiles - Summary' screen, click the 'Edit' link located next to the name of the profile that you wish to change.

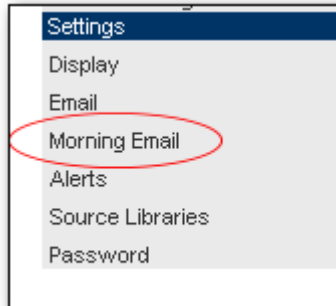
Your screen will refresh to the 'Edit Profile' page. Make any desired changes to keywords or source selections, and click 'Save' to confirm the alteration.



Morning E-mail

With FPinfomart.ca, you are provided with the option to receive a once-daily – Monday through Friday – e-mail message that contains the headlines of the first four results from each of your Personal Profiles. You must visit FPinfomart.ca to view the full text of these stories.

To disable the morning e-mail function, please go to the Settings section of the left-hand navigation menu, and click 'Morning Email.'

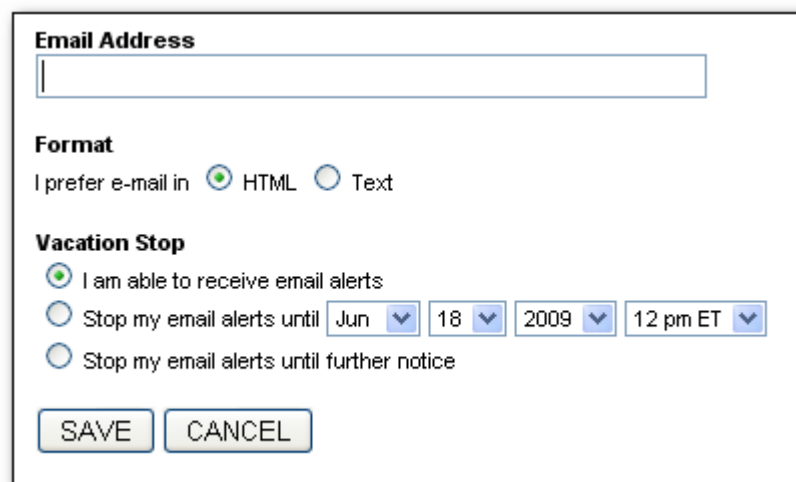


You will have the option to turn the morning e-mail off or on from this screen.

The morning e-mail represents a snapshot of your Profiles' results at the time the e-mail was sent. Because sources are added to FPinfomart.ca throughout the day, you must visit your Results Summary screen periodically to see if you have additional results or enable FPinfomart's Alerts function.

To enable the alerts feature, select 'Alerts' from the Settings Menu. From here you may customize which Personal Profiles you would like to receive Alerts for and whether you would like Full Articles or a Summary of Results (summary recommended).

If you wish to adjust your e-mail preferences, such as choosing between an HTML or plain text version of the morning e-mail, change your e-mail address, or set a vacation stop, click the Email link in the Settings menu.

A screenshot of a web form for email settings. The form has three main sections: 'Email Address' with a text input field; 'Format' with radio buttons for 'HTML' (selected) and 'Text'; and 'Vacation Stop' with radio buttons for 'I am able to receive email alerts' (selected), 'Stop my email alerts until' (with dropdowns for 'Jun', '18', '2009', and '12 pm ET'), and 'Stop my email alerts until further notice'. At the bottom are 'SAVE' and 'CANCEL' buttons.

You can also subscribe to an RSS feed of any Personal Profile you wish to monitor on an ongoing basis. To locate the URL for the RSS feed, click the red 'RSS' link next to the name of the Profile to which you wish to subscribe.

Avian Flu EDIT DELETE **RSS** ALERTS

RP authorities allay concerns over flu virus
...few compared with deaths from other diseases with pandemic poten
victims," Health Secretary Francisco Duque 3rd said in a statement. "In
Byline: Lontayao, Rommel C; Samonte, Angelo S; Martin, Sammy
The Manila Times - Sat Jun 13 2009 - 2 hours ago

For further assistance with Personal Profiles, please contact us at 1-800-661-7678, or e-mail the Help Desk at helpdesk@canwest.com.