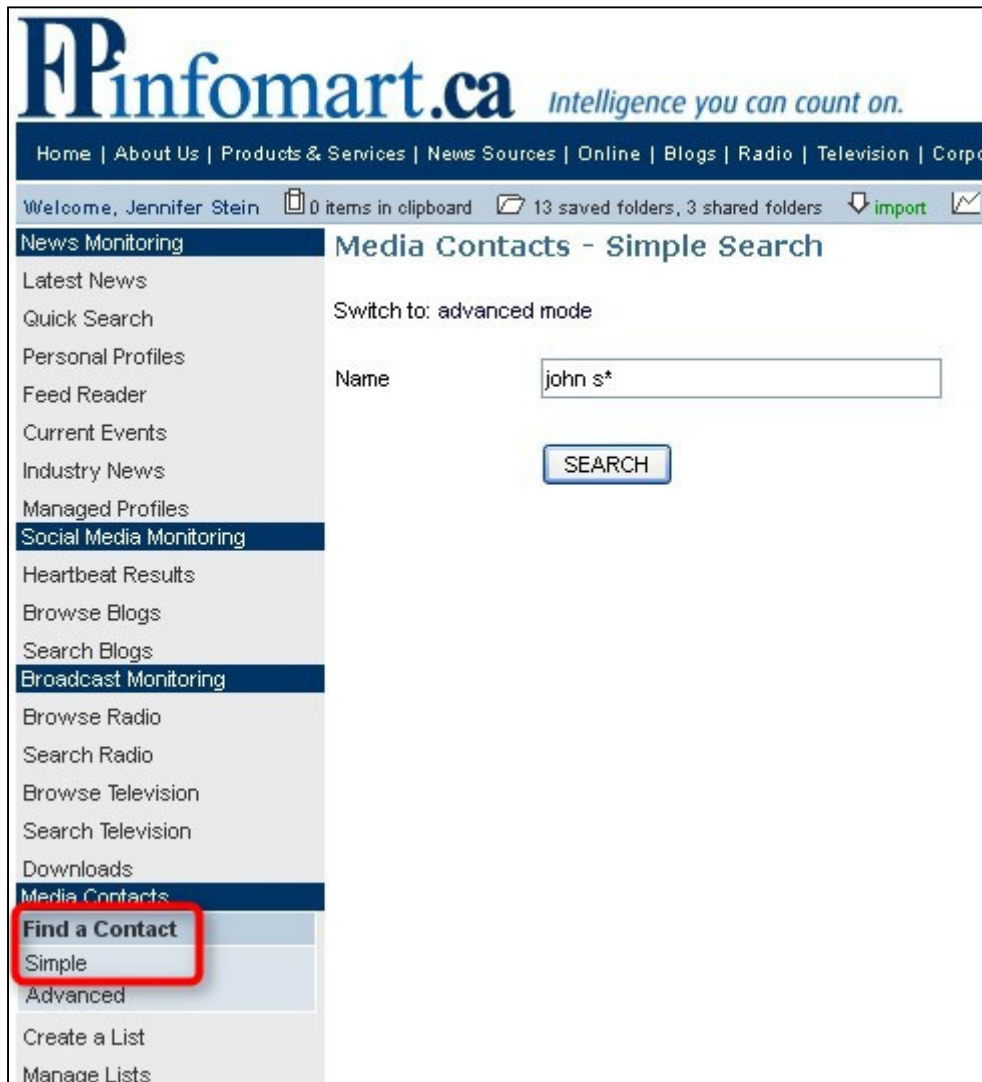


## FPinfomart Media Contacts

FPinfomart's Media Contacts module allows you to search for people who create content for the Canadian media – journalists, writers, bloggers, TV and radio presenters, and more. You can search by name, or find a group of people who match specific search criteria. The Media Contacts database contains over 18,500 Canadian media contacts, and is updated quarterly.

### ***Finding a Media Contact by Name (Simple Search)***

The Simple Search form allows you to find a media contact by name. Type in as much of the name as you know, using the asterisk (\*) as a wildcard if you know only part of the person's name.



The screenshot shows the FPinfomart.ca website interface. At the top is the logo and tagline. Below is a navigation menu with links like Home, About Us, Products & Services, News Sources, Online, Blogs, Radio, Television, and Corporate. A user status bar shows 'Welcome, Jennifer Stein' and clipboard/folder information. The main content area is titled 'Media Contacts - Simple Search'. It features a 'Switch to: advanced mode' link, a text input field for 'Name' containing 'john s\*', and a 'SEARCH' button. A left-hand sidebar menu lists various monitoring and search options, with 'Media Contacts' expanded to show 'Find a Contact' (highlighted with a red box), 'Simple', and 'Advanced'.

Click the "Search" button to view a list of media contacts that match your search.

Media Contacts - Search Results

Search Results: 41 hits.

1-41 of 41 results

0 SELECTED All None Print Add To		
Name	Publications	Beats
<input type="checkbox"/> Alexander, Saint John	CVT-TV [CTV British Columbia]	News
<input type="checkbox"/> Alexander, St. John	CVT-TV [CTV British Columbia]	News
<input type="checkbox"/> Sakamoto, John	The Toronto Star	Arts and Entertainments Business Sports
<input type="checkbox"/> Salavantis, John	CHML-AM [AM 900]	Industries
<input type="checkbox"/> Sandness, John	Similkameen Spotlight	News
<input type="checkbox"/> Saraidaris, John	Patrides: A North American Review	Lifestyles and Society News
<input type="checkbox"/> Sauder, John	CBC News Winnipeg at 6 pm CBWT-TV [CBC Television] CBC News Winnipeg at 5 pm CBC News Winnipeg at 5.30 pm	Industries Sports News
<input type="checkbox"/> Scarth, John	Snowboard Canada	Sports
<input type="checkbox"/> Schmidt, John	Ayr News	Industries
<input type="checkbox"/> Scholes, John	CILQ-FM [Q107]	Arts and Entertainments
<input type="checkbox"/> Schreiner, John	Indulge Magazine	Lifestyles and Society Industries

A list of results will be provided, in alphabetical order by the contact's surname. For each contact in the result list, you will see the person's name, the names of the publications with which he/she is associated, and the "Beats," or subjects about which he/she typically contributes.

Use the multiple document selection checkboxes to select more than one contact record. Once you've checked at least one box, you may use the "Print" button to view a printer-friendly display of all the records you've checked. You may also add selected results to a Media List (see below).

Click an individual's name to view the contact record for that media contact.

## Media Contacts – Contact Record

Media Contacts - Contact Record			
<b>John Smith</b> Search for articles by this person  Contributing Editor wordsmithmedia@rogers.com (416)510-6880 12 Concorde Place Suite 800 Toronto, ON, M3C 4J2 Canada			<b>DOCUMENT TOOLS</b> <input type="checkbox"/> Printer Friendly <input type="checkbox"/> Save to Media Lists <input type="checkbox"/> Suggest Correction <input type="checkbox"/> Add Note
<b>Profile</b> John is a Contributing Editor at Motortruck Fleet Executive and Canadian Transportation & Logistics. John covers the following Beats:Industries. John's preferred communication is Email.			
<b>Beats:</b> Industries, Travel and Transportation, Business <b>Publications:</b> Motortruck Fleet Executive, Canadian Transportation & Logistics			
Note	Date Added	By User	Action
Example of a note on a contact saved to a Media List.	October 25, 2011	You	Edit

A Contact Record contains all the available details for a person in the database. It may include contact information such as name, title, e-mail address, phone number, mailing address. A short profile describing this person's involvement in the media is given. A list of "Beats," or topics this person writes about is listed, along with publications that they are associated with.

The Document Tools menu at the top right corner of the Contact Record offers four options:

1. **Printer Friendly** – displays all information in a format that will appear tidy when printed to paper.
2. **Save to Media Lists** – allows you to save this contact to an existing or new Media List (see below).
3. **Suggest Correction** – if you have newer, different, or more accurate information about this media contact, you can help us to improve the database. Click this link and fill out the form with the details you'd like to submit. All submissions will be verified by our data provider. The Media Contacts database is updated quarterly, and so it may be 2-3 months before your verified correction becomes visible. Please note that we would also like to start collecting social media information for contacts (such as Twitter handles, Facebook pages, LinkedIn profiles, etc.) – such submissions are also welcome.
4. **Add Note** – You may add your own personal notes to this contact record, **if you have previously saved it to a Media List**. The Add Note option will not be visible if you are not viewing the Contact Record from within the Media List. If the record has been added to a Shared Media List (see below), this note will be visible by all other users in **your organization** who have access to the Media Contacts module.

Use the "**Search for articles by this person**" link next to the person's name to find articles in the FPinfomart database written by this media contact. You'll be taken to the Simple Archives search form, with the contact's name filled in and byline search pre-selected. You may adjust the sources you're searching and/or the date range you wish to search.

## Finding Media Contacts by Criteria (Advanced Search)

If you are not looking for a specific person by name but instead trying to find a list of media contacts who meet certain criteria (such as location, beat, or media type), use the Advanced Search form. You can use this form whether you are performing an ad-hoc search or if you are creating a Media List (see below).

### Media Contacts - Advanced Search

Switch to: simple mode

City

Provinces To select more than one, use CTRL-click  
 Newfoundland and Labrador  
 Northwest Territories  
 Nova Scotia

Postal Code  First 3 letters

Beat : (default is all) To select more than one, use CTRL-click  
 Medicine and Healthcare  
 Sciences  
 Sports  
 Travel and Transportation

Publication Name

Media Type : (default is all)

<input type="checkbox"/> AM Stations	<input type="checkbox"/> Association	<input type="checkbox"/> Blog
<input type="checkbox"/> Cable TV Companies	<input type="checkbox"/> FM Stations	<input type="checkbox"/> Freelance Journalist
<input type="checkbox"/> Internet Publications	<input checked="" type="checkbox"/> Magazine	<input type="checkbox"/> News Service/Wires
<input type="checkbox"/> Newsletter	<input checked="" type="checkbox"/> Newspaper	<input type="checkbox"/> Radio - Local Station Shows/Programs
<input type="checkbox"/> Radio - Network Shows/Programs	<input type="checkbox"/> Radio - Syndicated Shows/Programs	<input type="checkbox"/> Radio Network Companies
<input type="checkbox"/> Research Firm	<input type="checkbox"/> Satellite Radio Shows/Programs	<input type="checkbox"/> TV - Cable Shows/Programs
<input type="checkbox"/> TV - Local Station Shows/Programs	<input type="checkbox"/> TV - Network Shows/Programs	<input type="checkbox"/> TV - Production Companies
<input type="checkbox"/> TV - Syndicated Shows/Programs	<input type="checkbox"/> TV - Various Stations	<input type="checkbox"/> TV Network Companies

Fill in as many or as few criteria as you wish. The search above would find all Magazine and Newspaper contacts in the Maritime Provinces who create media about Travel & Transportation. Click "Search" to submit your criteria.

Your list of results will be displayed in exactly the same format as described for Finding a Media Contact by Name (Simple Search) above. You may click an individual's name to view his/her full contact record, or use multiple document selection to show printer-friendly views or add selected contacts to a new or existing Media List.

## Creating Media Lists

You may wish to create and save lists of media contacts for future use. Media Lists can be edited, shared with colleagues, and exported to Excel or CSV formats. You may also create notes about individual contacts once they have been saved to a Media List.

You may create a new Media List by clicking Create a List from the Media Contacts menu.

**Media Contacts - Create A New List**

**List Name**  
Give your list a short name  
BC Radio contacts

**Description**  
Describe the purpose of the list  
Contacts associated with radio in BC

**Sharing**  
Do you want to share this list with your colleagues?  
 Yes, share this list's contacts, notes and comments  
 No, do not share this list

CREATE

When creating a new list, you must decide if the list will be shared, or private. If the list is shared, all other FPinfomart users **within your organization** will be able to access the list (see its members and any notes you've created; export it; add new contacts to it; add notes to contacts on the list). Users **outside** your organization **cannot** see your shared lists. If a list is not shared, only you can see or use it when logged in with your UserID and password.

After you click the "Create" button, you'll be taken to the "Find a Contact" screen so that you may begin populating your list. Use the Simple Search to find contacts to add to your list by name; use the Advanced Search to find contacts to add to your list by criteria (such as beat, location, media type, etc.)

You may also create a new list from a list of search results, by selecting [New List] from the "Add to" drop-down menu.

**Media Contacts - Search Results**

**Search Results: 38 hits.** 1-38 of 38 results

38 SELECTED All None Print Add To

Name	Locations	Beats
<input checked="" type="checkbox"/> Agerbo, Mike	Alberta Entertainment Reporters	Industries
<input checked="" type="checkbox"/> Baker, George	Kamran shared list	Information Technology
<input checked="" type="checkbox"/> Barschel, Marion	Ontario Newspapers - Education Reporters	Industries
	Daybreak South	Industries

[new list]

## Adding Contacts to a Media List

You may add contacts to a Media List in two places:

1. **From a list of search results** – click inside the checkbox next to each contact you wish to add to a list. Drop down the “Add To” list at the top of your search result, and select the name of the Media List to which you’d like to add the selected contact(s). Choose “[New List]” if you wish to create a new list and add the selected contact(s) to it.
2. **From a Contact Record** – from within a Contact Record, use the “Save to Lists” link in the Document Tools menu at the top right corner. You’ll be presented with a list of all of your existing Media Lists. You may select one or more lists to which to add this media contact.

**Media Contacts - Select Lists**

Select lists you would like to add contact to.

<input checked="" type="checkbox"/>	<b>ABC Campaign media list (1)</b>	non-shared list personal use	Private
<input type="checkbox"/>	Alberta Entertainment Reporters (118)	News reporters in Alberta with Entertainment listed in their Beat.	Private
<input checked="" type="checkbox"/>	<b>BC Radio contacts (0)</b>	Contacts associated with radio in BC	Private
<input type="checkbox"/>	Kamran shared list (288)	shared list for testing purpose	Shared
<input type="checkbox"/>	<b>Ontario Newspapers - Education Reporters (102)</b>		Shared

SUBMIT    CANCEL

## Working with Media Lists

Click “Manage Lists” from the Media Contacts menu to see a complete list of all Media Lists you have access to, both private and shared.

News Monitoring	Media Contacts - All Lists
Latest News	
Quick Search	
Personal Profiles	
Feed Reader	
Current Events	
Industry News	
Managed Profiles	
<b>Social Media Monitoring</b>	
Heartbeat Results	
Browse Blogs	
Search Blogs	
<b>Broadcast Monitoring</b>	
Browse Radio	
Search Radio	
Browse Television	
Search Television	
Downloads	
<b>Media Contacts</b>	
Find a Contact	
Create a List	
<b>Manage Lists</b>	
All Lists	
Shared Lists	

<b>ABC Campaign media list (1)</b>	Private	Settings	Export	Delete
Alberta Entertainment Reporters (118)	Private	Settings	Export	Delete
<b>BC Radio contacts (0)</b>	Private	Settings	Export	Delete
Kamran shared list (288)	Shared		Export	
<b>Ontario Newspapers - Education Reporters (102)</b>	Shared	Settings	Export	Delete

The green text in brackets next to the Media List name indicates the total number of contacts currently in this list. Its setting (private or shared, along with the name of the person who “owns” the list) is shown.

Click **Settings** to change the name, description, or privacy setting for a Media List. Note that you can only change the settings for a Media List that you own. You may not change the settings for a Media List that someone else has shared with you.


Click **Export** to export a copy of the complete list to Excel or CSV. Click **Delete** to permanently delete a Media List. (*Caution – once a media list is deleted, it cannot be restored*).


## Exporting Media Lists

Click Export next to the name of the Media List on the Manage Lists screen. Click to choose whether you'd prefer your export in Excel, or CSV format.

**Media Contacts - Export**

Your export file will contain the following columns: First Name, Last Name, Outlets, Work Title, Work Phone, Email, Street1, Street2, City, Province, Country, Topics Covered, Profile.

 Excel format

 CSV format

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	First Name	Last Name	Outlets	Work Title	Work Pho	Email	Street1	Street2	City	Province	Country	Topics Co	Profile			
2	Betina	Alonso	The Stran	News Edit	(416)585-4	news@th	Victoria U	95 Charles	Toronto	ON	Canada	Education	Betina is a	News Editor	at The Strand.	B
3	Terra-Ann	Arnone	Queen's J	Features E	(613)533-2	journal_fe	190 University Aven	Kingston	ON	Canada	Lifestyles	Terra-Ann is a	Features Editor	at Queen's Jour		
4	Alyssa	Ashton	Queen's J	Arts Edito	(613)533-2	journal_ar	190 University Aven	Kingston	ON	Canada	Arts and E	Alyssa is an	Arts Editor	at Queen's Jour		
5	Jaela	Bernstien	thegazette	Managing	(519)661-2	gazette.m	University The Unive	London	ON	Canada	News	Jaela is a	Managing Editor	at thegazette		
6	Fiona	Buchanan	The Stran	Editor-in-	(416)585-4	editor@th	95 Charles Street We	Toronto	ON	Canada	Education	Fiona is an	Editor-in-chief	at The Strand		
7	James	Burrows	Ryerson F	News Edit	(416)979-2	news@rye	55 Gould S	SCC 301	Toronto	ON	Canada	News	James is a	News Editor	at Ryerson Free	
8	Fraser	Caldwell	The Silho	Senior Sp	(905)525-2	thesil@th	1280 Main Street We	Hamilton	ON	Canada	Sports	Fraser is a	Senior Sports Editor	at The Si		
9	Kevin	Campbell	The Cord	Sports Edi	(519)884-0	kcampbel	75 University Aven	Waterloo	ON	Canada	Sports	Kevin is a	Sports Editor	at The Cord. Key		
10	Asad	Chishti	Queen's J	Assistant	(613)533-2	journal_pl	190 University Aven	Kingston	ON	Canada	Lifestyles	Asad is an	Assistant Photography Editor			
11	Caitlin	Choi	Queen's J	Assistant	(613)533-2	journal_ar	190 University Aven	Kingston	ON	Canada	Arts and E	Caitlin is an	Assistant Arts Editor	at Que		

You may use the spreadsheet to create a mail merge, or for your own reporting purposes.

**For further assistance, please contact Customer Service at 1-800-661-7678 or helpdesk@fpinfomart.ca**