

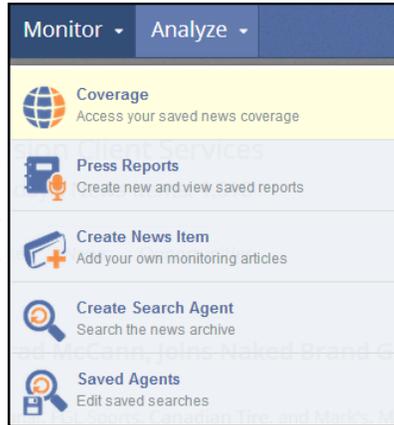
## CisionPoint: Coverage

### KEY POINTS

- View your news hits
- Filter for specific coverage
- Work with your coverage

### COVERAGE

Coverage is where your daily news hits will be stored in CisionPoint. Above the coverage items you'll find the filter section. Your coverage items can be quite extensive, depending on your search terms, so understanding filtering is important when it comes to viewing your coverage.



Outlet	Title/Program	Date Received	Media Group
Reuters	Brazil launches 4G wireless service with few smartph... Pereffi said, Google Inc's Motorola Mobility unit did not say if it will bring more smartphones to Brazil this year	04/17/2013 10:54 AM	Other
Associated Press	Virtrum CEO, Phu Hoang, Wins Excellence in Entrepren... and Motorola "Hoang believes in instilling a strong and nurturing business philosophy at Virtrum. "We operate with a clearly def	04/17/2013 10:54 AM	Other
Uetersener Nachrichten Online	Schwaches PC-Geschäft drückt Intel-Gewinn Intel be... -Chips sehen, versprach Lamprecht: Das Motorola „Razr i“ sei bereits sehr erfolgreich. Mit einem Smartphone von Lenovo habe Intel z	04/17/2013 10:54 AM	Internet

Take note that Date is always applied as a filter by default. If you wish to change the date range of the displayed coverage, click on Date. The section will expand and allow you to choose from a few pre-selected ranges or create your own custom date range.

**Filter By Date**

Date received
  Publication date

Last 24 hours

From: 03/19/2013 To: 04/17/2013

To add additional filters, click on the Add Filter tile in the upper right hand portion of the screen. A dropdown will appear with the extra filtering options, including location, DMA, media, and a host of other selections.

Also customizable is the order in which the columns are displayed, as well as the columns themselves. Click on Display Settings, and then click on Change Columns Displayed.



The items in the Available Columns box will show you all of the possible columns you can select to display on your coverage page. The Selected Columns box shows you the columns that are currently displaying on the coverage page. In order to add a column, select the heading from the Available Columns box and click the right facing arrow between the two boxes. To remove a header, select it from the Selected Columns box and click the left facing arrow. Additional sorting options are available on the right. Click APPLY when you've completed your selections.

1 - 250 of 97,491 items, 0 Selected

Show 250 per page page 1 of 390

<input type="checkbox"/>	Outlet	Title/Program	Date Received	Media Group
<input type="checkbox"/>	Republica.com	El Galaxy S4 de Samsung llegará a Europa el próximo ... que está haciendo la competencia, como Sony, que cuenta con el Xperia Z fabricado en un resistente cristal; Apple, cuyo iPhone 5 <	04/17/2013 11:23 AM	Internet
<input type="checkbox"/>	Mac Life	Rounded Rectangles: Design, Numbers and the 'Naming ... -but-not-redesigned iPhone 4S, followed by the third-generation iPad, which had no number, and the 4G LTE iPhone 5 (which was	04/17/2013 11:23 AM	Internet
<input type="checkbox"/>	PRWeb Newswire	Gadget Recycling Round up Statistics for Q1 2013 by ... ...16 April 2013 See the Infographic here -Decrease in Apple trade in share in the run up to Samsung Galaxy S4 release. -Increase in Samsung device valuations in the run up to BlackberryZ10 and Samsung S4 release. -Apple iPhone...	04/17/2013 10:20 AM	Print
<input type="checkbox"/>	Briefing.com	Briefing.com: Hourly In Play (R) - 20:00 ET ... announced the expansion of its V7 mobility accessories product line to mobile phone cases for the Samsung (SSNLF) Galaxy S4 and Apple (AAPL) iPhone 5. 08:38 NE Noble Corp: Fir Tree discloses 8.3% passive stake in ...	04/17/2013 10:20 AM	Print
<input type="checkbox"/>	Briefing.com	Briefing.com: Hourly In Play (R) - 21:00 ET ... announced the expansion of its V7 mobility accessories product line to mobile phone cases for the Samsung (SSNLF) Galaxy S4 and Apple (AAPL) iPhone 5. 08:38 NE Noble Corp: Fir Tree discloses 8.3% passive stake in ...	04/17/2013 10:20 AM	Print

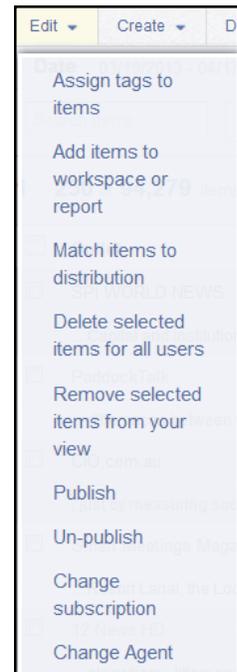
At the top right of you coverage, you'll see how many total items are displayed based on your current filters. The check box in the column header area will allow you to select all of the coverage on the current page, or the total number of coverage items. Additionally, each coverage item itself has its own check box for individual selection.

Article titles with a red LexisNexis logo next to them require that the user subscribe to and associate their LexisNexis credentials in order to view the full text of the item. Articles with an orange camera icon next to the title requires that the user have Burrelles credentials linked to their CisionPoint account.

Click on the title of an article to see details about that item. It will display the Outlet, the publication date, the date the article arrived in CisionPoint, allow you to assign a tag to the article, and allow you to link to the article or view the text of the article if you have the proper credentials.

The options available to you for working with our coverage are quite extensive. We'll go through some of them here. The first option is the Edit menu.

- **Assign tags to items**—this option will allow you to assign a single tag to multiple different coverage items at once
- **Add items to workspace or report**—this will move the selected items to a new workspace, or tab, or to a report
- **Match items to distribution**—select this option to attempt to match coverage to your sent distributions
- **Delete selected items for all users**—delete the selected articles from your entire company's account
- **Remove selected items from your view**—remove selected items from your user name only



The Create menu also houses a number of different features useful for analyzing and working this your coverage.

- **Press Report**—create a printable report with many different options for the selected items
- **Email**—email the article to a client or colleague (*make sure you understand your account's sharing rights!*)
- **Chart**—create a chart for a visual breakdown of media type, publicity value, or other options
- **Purchase Multiple Broadcast Items**—purchase the selected broadcast clips in your preferred format
- **Activity**—set an activity on this item to be completed at a later date
- **Note**—leave a note on the article for future reference
- **News Item**—this option allows you to enter in a coverage item that was not picked up by our system
- **Media List**—use this option to create search results based on the selected items
- **Print**—print the selected articles
- **Export**—export the selected articles for use in another program, i.e. Microsoft Excel

