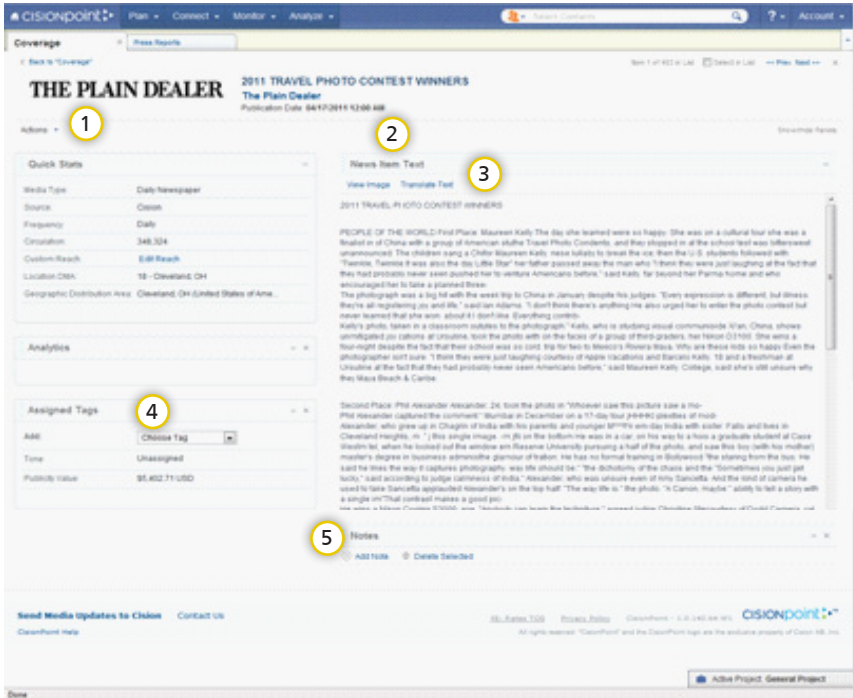


News Item Records



You can drill into each news item to find detailed information by simply clicking on a news item's title from within the listing page. Whether you reference metrics like circulation, number of website visitors, broadcast audience figures, or publicity value to help you measure the impact of your coverage, CisionPoint presents each record in a similar layout regardless of media type so you can easily reference what you need.

- 1 From **Actions**, email your coverage, use edit to call out important segments of the article, add the item to a report or workspace, and even print!
- 2 Read through the full text of your media placement.
 - **Print** monitoring subscribers can select View Image to access the article image along with a thumbnail of its location within the publication.
 - **Internet** subscribers can Link to Text and even Tweet a tiny URL of their item.
 - **Broadcast** subscribers can Preview or Order their video.
- 3 Use **Translate Text** when you need to quickly translate a foreign language placement.
- 4 Use the **Assigned Tags** panel to associate tags you have previously created to your news coverage.
- 5 Create a **Note** to share thoughts regarding the news items across all users of the CisionPoint platform.