

Connect gives you all the distribution tools you need, right inside Mediaportal. With the Connect Releases area you're able to easily create and distribute rich, engaging media releases.

Click on *Releases* under the Connect area in the navigation sidebar to the left of your screen. Here, you can see any releases previously sent by your organisation, as well as any release drafts or embargoed releases. Click the *Create a new release* button, found in the upper right corner of the screen, to begin sending a media release.

Create a new release

The Connect media release builder will then guide you through three stages of release creation:

- Creating your content
- Selecting your recipients
- Scheduling your release

Email information

From name Reply-to: address

Email subject ?

Message for recipient (optional) ?

Attachments ?

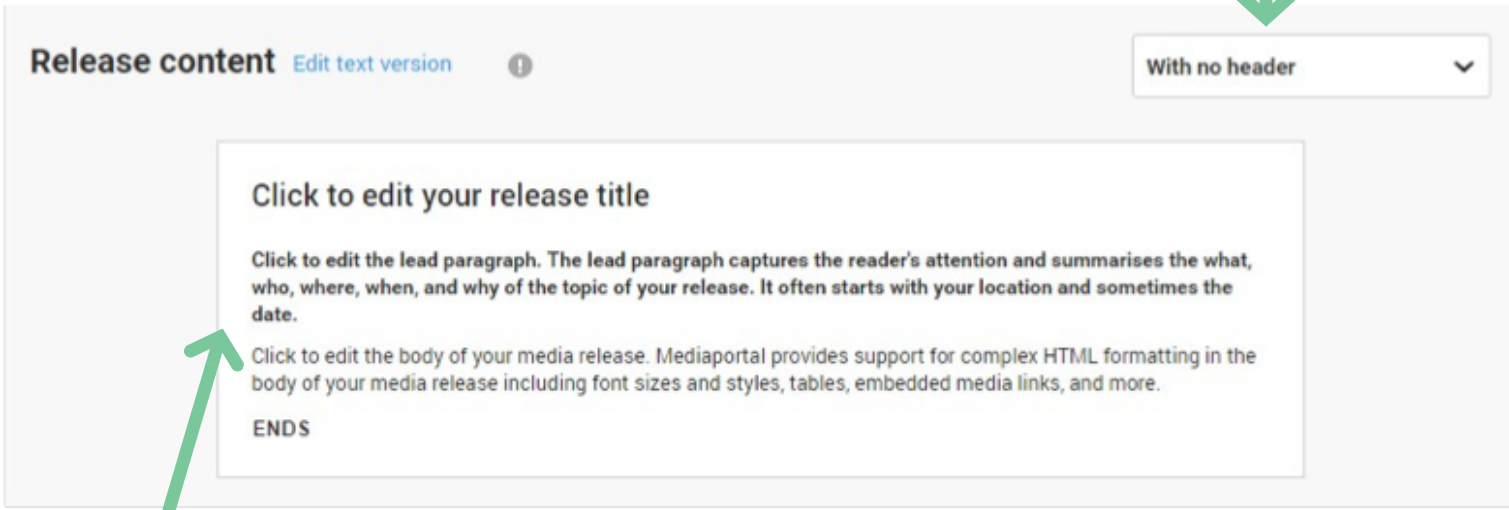
Choose File No file chosen Upload

As your release is sent via email you can also add an attachment like a PDF or image file. Keep this under 3MB.

Isentia media releases are sent via email. First, fill in the information that will appear on your media release email send, like the reply-to: address and the email subject line.

You can also include an optional message for your recipients that sits outside of your official media release. Use the merge fields to populate details like contact first names.

Add a header image or logo here to incorporate your branding and make your release visually engaging.



Then, you can start crafting your media release. Give your release a title and an eye-catching lead paragraph.

Now you can start working on the HTML body of the media release. There are lots of options for customising your content and creating a visually engaging email.

MEDIA RELEASE

MONDAY, APRIL 3, 2017

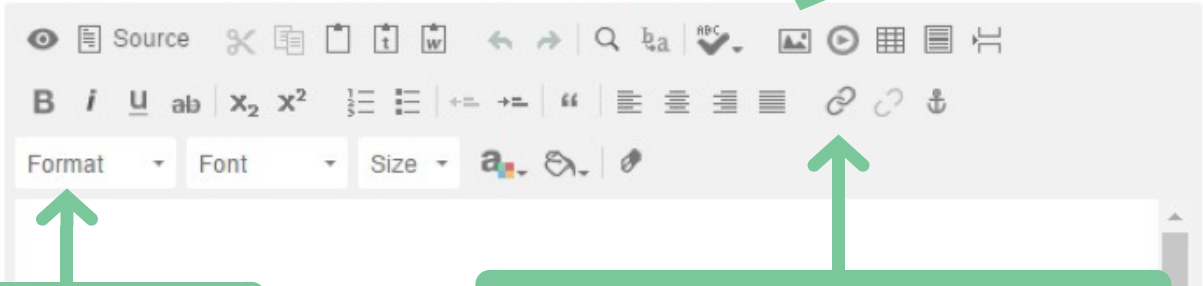


Embed images here.



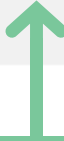
MEDIA RELEASE: Product launch

Isentia will host a product launch at their head office in May 2017.



HTML gives you lots of options to customise the font and formatting.

Here you can add hyperlinks to your media release i.e. to direct people through to your organisation's website.



When you've crafted your media release content, you can hit the *Send test email* button to check how your release looks when delivered via email. When you're happy with how this looks click *Next step* to begin selecting the target audience for your release.

Release recipients

Professional lists Your lists Saved searches Private contacts

GROUP **Geography** Topic

You will be able to review and edit the recipient list before the release is sent

New Zealand - All National & Metropolitan Media
★ ▼

New Zealand - Community & Suburban Media
★ ▼

You can send your media release to any combination of Professional lists, Your lists, Saved searches and Private contacts.



You can also add Recommended contacts to your release. Mediaportal automatically pulls out these contacts for you, based on a comprehensive analysis of your monitoring folders.

Recommended for you

Based on the topics that you monitor and recent media coverage we think that these contacts may be interested in your message:

and 865 more ›

Selected recipients	?
Professional lists	\$64.00 ▼
Directory contacts	0.00 ▼
Private contacts	0.00 ▼
AUD \$ 64.00	

Keep track of the price estimate for your release send using the *Selected recipients* area. If you're unsure about release pricing for your organisation just get in touch with your Account Management Team.

When you've selected your recipients just click *Next step* to finalise your release send.

Release options

The image shows a screenshot of a web form titled 'Release options'. It is divided into two main sections: 'Delivery' and 'Organise'. In the 'Delivery' section, there are two radio buttons: 'Send immediately' (which is unselected) and 'Hold until:' (which is selected). The 'Hold until:' section includes three dropdown menus for time: '17', '02', and 'on 7 Nov 2017'. There is also a calendar icon with the number '16'. Below this, there is a dropdown menu for 'in timezone' set to 'Canberra, Melbourne, Sydney (GMT+11:00h)'. At the bottom of this section is a checkbox labeled 'Send an email notification when delivery / posting commences'. A green callout box with an arrow points to the date and time selection fields, containing the text: 'You can choose whether to send your release immediately or choose a 'set and forget' delivery date/time for this to be sent out in the future.' The 'Organise' section has a heading 'Organise' and the text 'Add this Media Release to:'. It has two radio buttons: 'An existing collection:' (selected) and 'A new collection:'. The 'An existing collection:' section has a dropdown menu showing 'iPhone Media Releases'. The 'A new collection:' section has a text input field with the placeholder 'My new collection...'. A green callout box with an arrow points to the 'An existing collection:' dropdown menu, containing the text: 'You can also organise your release into a collection, for easy access in the *Releases* area.'

Then, just click *Queue this release* to begin sharing your message.

Queue this release

Once your release is scheduled, you'll have the option to link a monitoring folder to this release so you can track any generated media coverage. Access your release in the *Releases* area for information on who received your delivery, and any associated media coverage.

