Creating media lists just got a lot easier for the more than 600 of you now on CisionPoint.
Thanks to Cheryl Cook, Amy Hauser and the U.S. Edelman Media Network, there are Gold Standard lists for you to work from even before you start searching the CisionPoint media database. Right now they're available in such areas as Consumer, Health, Public Affairs and Technology. Each will speed your media list creation. Just follow these simple steps as written by Matt Groch, CisionPoint project manager, with Caitlin Prentice, Q coordinator.

Edelman Gold Standard lists are stored in CisionPoint projects that represent Edelman's practice areas – e.g. Consumer, Health, Public Affairs, etc. Below is a list of those now loaded onto the platform.

Gold Standard Media List	CisionPoint Project
US.(United States).Consumer.Broadcast Contacts Top 28	.Consumer
US.(United States).Consumer.Freelancers.Women's Interest	.Consumer
US.(United States).Consumer.Apparel Trade Media	.Consumer
US.(United States).Consumer.Fashion Editors	.Consumer
US.(United States).Consumer.Sports.General Media	.Consumer.Sports
US.(United States).Health.Broadcast	.Health
US.(United States).Health.Consumer Books	.Health
US.(United States).Health.Online	.Health
US.(United States).Health.Print & Wires	.Health
US.Washington DC.Public Affairs.General Media	.Public Affairs
US.(United States).Technology.Consumer.General Media	.Technology.Consumer

1. To locate the Gold Standard lists in CisionPoint:

- Make sure you are currently working in the correct CisionPoint project. Go to the Projects pull-down, located in the upper-right corner of the website, to select your project. For example, select ".Consumer."
- Go to the "Plan your campaign" pull-down menu in the upper-left corner of the application and select "My Lists & Searches."
- Once the "My Lists & Searches" tab is displayed, use the "Filters" panel on the left side of the application to display only those media lists that match based on (partial) list name. For example, type "Apparel Trade Media" under the "Text Search" filter in the panel and click the "Apply" button to get to the "US.(United States).Consumer.Apparel Trade Media" list (see Figure 1 below).
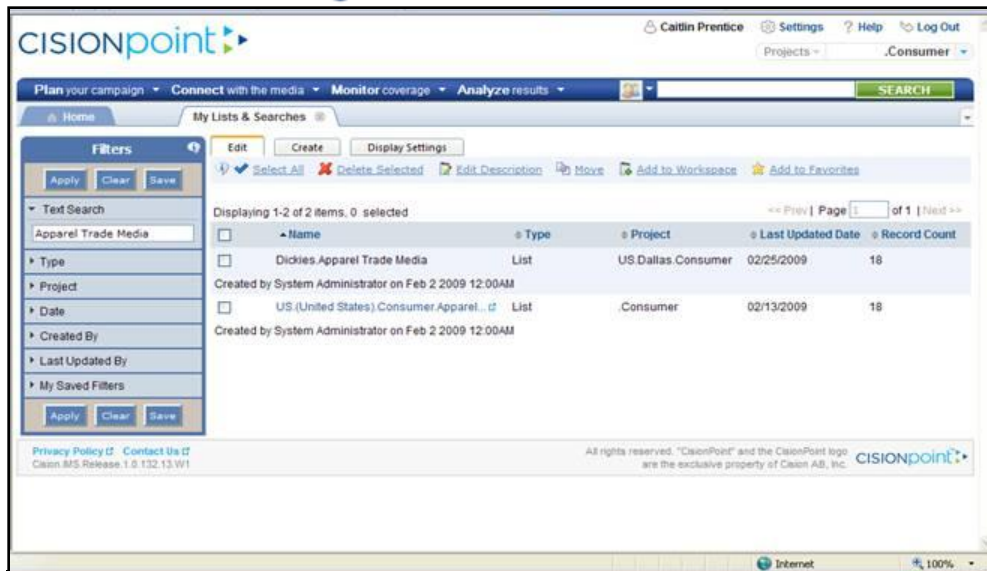
Figure 1

2. When you find the list you're looking for, create a copy and begin customizing for your specific client project.

- To copy a media list, click the checkbox next to the list you want to copy, select the "Create" tab that appears just above the displayed media lists, and then click the "Copy" link (see Figure 2 below).
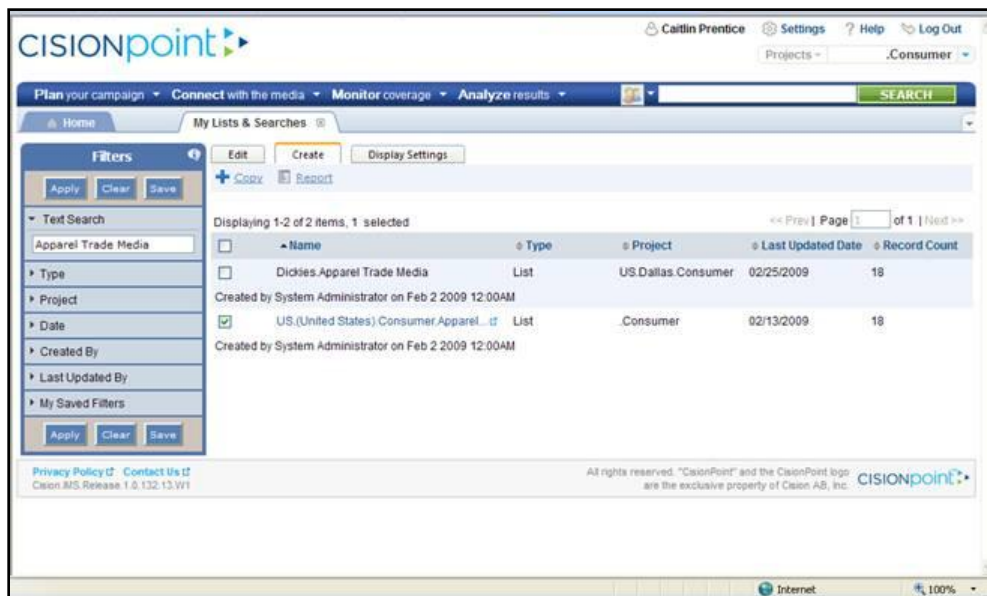

Figure 2

- A pop-up window will appear prompting you to select the CisionPoint project where the copy should be stored and to enter the name of the copied list (see Figure 3 below). You should copy the list to the

CisionPoint sub-project that represents the office and practice that your client work is associated with. For example, if you are starting a media list for a consumer client based in the Chicago office, you would want to put the copy of the Gold Standard media list you're using in the "US.Chicago.Consumer" sub-project and name it appropriately. You should NOT save copies of Gold Standard lists in any of the CisionPoint projects that are reserved exclusively for Gold Standard lists – e.g. ".Consumer", ".Corporate", ".Technology" etc…
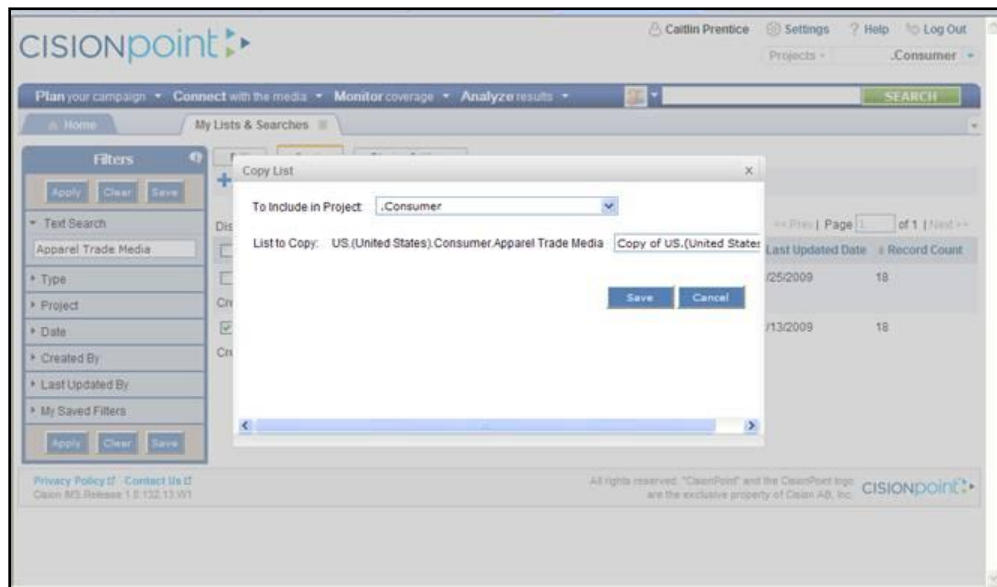

Figure 3

- Your new list is now created.
- Please contact the Edelman Helpdesk with any questions you may have!