Portal Prodigy™
Press Release Feature in Detail

Chapter Excerpt from Software User & Administration Guide
January 2007 Update
www.portalprodigy.com

1.1 Introduction

Press Release Manager makes it easy for authorized visitors to contact the News Media with pertinent public relation information and announcements. This feature provides permitted visitors an opportunity to create and update their own press release template and biographical record. With the templates set, press releases can be issued quickly and easily on a moments notice.. Media contact records are stored in the contact database and classified by medium, news category and geography. Permitted visitors enter press release copy into the website form and indicate media contact preferences by medium, news category and geography and PortalProdigy delivers the press release via email to the appropriate media contacts. Media Contacts can click on a link in the email press release and are brought to the organization's site where they can not only read detailed information on the sender of the press release but also search the biography database for other people of interest. This feature is especially ideal for professional and trade associations, advocacy groups and sporting leagues.

Press Release feature benefits include:

- The power to notify News, Radio or TV Public Relation Individuals within minutes of any exciting accomplishment from any Internet browser.

- Access to press release feature may by restricted to internal use or provided as a value added service to visitors such as members.

- Use of press release feature can be set to fee based, requiring online payment by users.

- Search and select press release recipients by media type, zip code, city, state, county, category, organization or name.

- System guides user through press release creation and delivery process in easy to follow intuitive steps and can include demonstration samples.

- Authorized administrators can update the media database remotely from their Internet browser.

- Media contacts may be loaded in bulk from external database sources.

- Release broadcasts can be scheduled ahead of time.

- Press releases contain hyperlinks which media contacts may follow back to your organizations website and to a specific contact's biography.

- Ability to notify central authority when ever a press release is sent.

Some of the components, fields and settings of the Press Release feature, discussed in detail in this chapter, are:

Contact Bio Management Page
Biography Field
Bio Key Words Field
Closing Statement Field
Sample Biography Link
Sample Closing Statement Link
Media Contacts Records
Media Contact Biography
Search Function
The Search Biographical Records
Criteria Input Field
And Or Radio Button
Press Release Activator
PR Media Type Link
Output Options
Option Selection Field
Unit Price Field
Unit Cost Field
Press Release Notification
Email Page
Response Notification Email
Field -
Response Notification Template
Press Release Template
Sample Biography
Sample Closing Statement

1.2 The Visitor Experience

Visitors can only access the Press Release Feature if it is turned on by Administration. It is ideally suited to the organization's internal use and as a value added service for trade associations and professional associations extended to their members while promoting the brand of the organization.

The Press Release Feature provides for the easy creation and delivery of press releases. Administration builds and maintains a database of media contacts (media contacts available from PortalProdigy by subscription) and imports a Press Release Template with the organization's letterhead or other identifying motif into PORTALPRODIGY. A promotional biography record and press release closing statement, individually customized for each permitted visitor is created in PORTALPRODIGY. When ready, a member clicks on the Issue Press Release Link and is stepped through the process of creating and delivering their press release.

Organizations using PORTALPRODIGY can even provide the media with access to their staff, members or any contacts in their database. This is a useful feature for associations seeking to help their members build a media presence. Media contacts can be provided with unique permission to search the Biography Database. This is exceptionally useful to reporters and talk show researchers who are inundated with last minute assignments to find an expert to comment or interview.

Visitors enter the Press Release Feature from the home page link.

The Visitor is presented with a press release entry form.

Press Release

| Details	
Title:	
Press Release:	
Press Release Media Types:	☐ Magazine ☐ Newsletter ☐ Newspaper ☐ Talk Show
Zip Code:	
Radius (in miles):	20
Web Site:	
Email:	smr@nonprofitsonly.com
Press Release Type:	⦿ Email ○ Fax ○ Printed

Click here to review or update your Biographical & Closing Statement information.

⊙ Cancel   ⊙ Next

⊙ View Your Previously Sent Press Releases

The visitor enters the press release copy, selects the media types to receive the release, enters his zip code and the mileage range for sending the release, enters contact information, and indicates the type of broadcast desired.

Press Release

Details	
Title:	Software Enhancements Completed
Press Release:	Date: June 10, 2003 Contact: Stephen M. Reuning The Non Profits Only, Inc. reported today the implementation of its Press Release Feature. According to J. Brock Miller, the company's Chief Technology Officer, "This enhancement will allow
Press Release Media Types:	☑ Magazine ☑ Newsletter ☑ Newspaper ☑ Talk Show
Zip Code:	08691
Radius (in miles):	20
Web Site:	http://www.nonprofitsonly.com
Email:	smr@nonprofitsonly.com
Press Release Type:	⦿ Email ○ Fax ○ Printed

Click here to review or update your Biographical & Closing Statement information.

⊙ Cancel   ⊙ Next

⊙ View Your Previously Sent Press Releases

After clicking on Next the visitor is presented with the Press Release Confirmation Page where she can choose to preview the release, view the selected recipients, revise the release or send it.
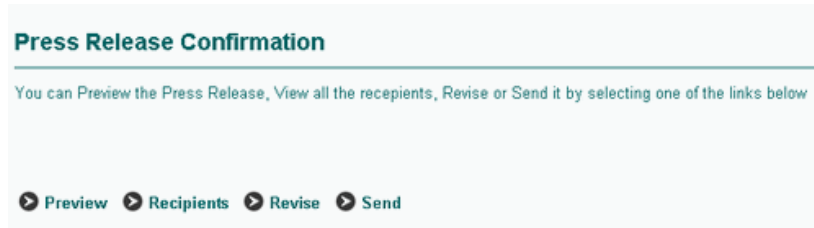
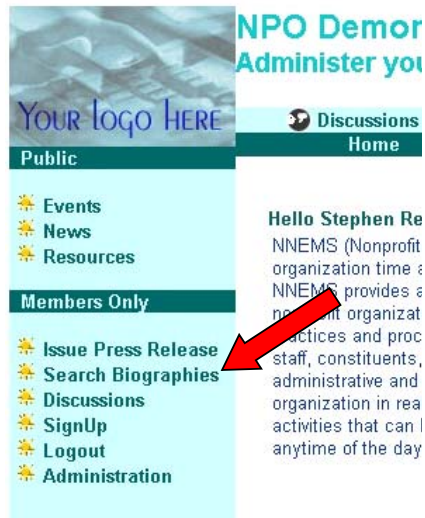Clicking on Preview presents the visitor with a view of their press release as it will appear when delivered.

Clicking on the Recipients button ⊘ Recipients presents the visitor with a list of recipients selected by PORTALPRODIGY based on the visitors zip code, mileage and media type selections.

Press Release Recipients

Limit To: [20] ⊘ Go

Page 1 of 1			Total matches:3
Last Name	First Name	Company Name	Office Phone
Bailey	Bill	WRRO Radio	
Cruthers	Jane	WDDY TV	
Gold	Mark	Newark Tribune	

⊘ Close

Clicking on the Revise button ⊘ Revise , brings the visitor back to the press release entry form.

Press Release

Details	
Title:	Software Enhancements Completed
Press Release:	Date: June 10, 2003 Contact: Stephen M. Reuning The Non Profits Only, Inc. reported today the implementation of its Press Release Feature. According to J. Brock Miller, the company's Chief Technology Officer, "This enhancement will allow
Press Release Media Types:	☑ Magazine ☑ Newsletter ☑ Newspaper ☑ Talk Show
Zip Code:	08691
Radius (in miles):	20
Web Site:	http://www.nonprofitsonly.com
Email:	smr@nonprofitsonly.com
Press Release Type:	⦿ Email ○ Fax ○ Printed

Click here to review or update your Biographical & Closing Statement information.

⊘ Cancel   ⊘ Next

⊘ View Your Previously Sent Press Releases

Clicking on Send button ⊘ Send , sends the release.

Permitted media visitors click on Search Biography Database to search for industry experts.

NPO Demor
Administer you

YOUR LOGO HERE

Discussions
Home

Public

* **Events**
* **News**
* **Resources**

Members Only

* **Issue Press Release**
* **Search Biographies**
* **Discussions**
* **SignUp**
* **Logout**
* **Administration**

Hello Stephen Re
NNEMS (Nonprofit
organization time a
NNEMS provides a
nonprofit organizat
actices and proc
staff, constituents,
administrative and
organization in rea
activities that can l
anytime of the day

At the Biography Search page the visitor enters search criteria and then clicks on Search
Search .

Search Biographical Records:

Enter up to 5 Keywords or Phrases to search on. Selec
between Keywords will narrow your search.

entrepreneur

⊙ OR ○ AND

⊙ OR ○ AND

⊙ OR ○ AND

⊙ OR ○ AND

Cancel **Search**

Results are listed on the Biographical Records Matches page:

Biographical Records Matches

Your criteria: entrepreneur

Limit To: 20 **Go**

Click on one of the names listed below to view the person's biography.

Page 1 of 1	
Name	
John Jones	
Stephen Reuning	
Sally Smith	

Top of Page **Print** **New Search**

Clicking on a name in the list presents the biography page for that contact.

At the bottom of the Biography page are two links. Contact this Person activates an email to the contact of the biography viewed. View Press Releases presents a list of the biography contact's press releases.
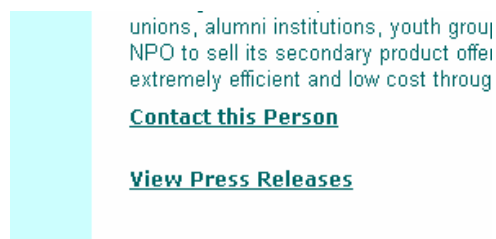
1.3 Components

The Press Release Feature includes the following components.

1.3.1 Member Bio Management Page

The Member Biography Management Page is accesses from the Contact Management page by clicking on the Biography link.

- ▪ **Biography Field -** The Biography field stores the data that is presented when a visitor conducts a biography search or when a press release recipient clicks on the biography link in the release.

- **Bio Key Words Field -** The words or phrases entered into the Bio Key Words field are the indexes which determine if the biography record will be returned as a result in a search.

- **Closing Statement Field -** The Closing Statement field stores the data that is inserted in the press release after the notification text.

- **Sample Biography Link -** The Sample Biography link accesses the sample biography input during Administrative setup of the Press Release feature. It serves as an example to guide visitors in developing their own biography.

- **Sample Closing Statement Link -** The Sample Closing Statement link accesses the sample closing statement input during Administrative setup of the Press Release feature. It serves as an example to guide visitors in developing their own closing statement.

1.3.2   Media Contacts

In order to send a press release PORTALPRODIGY needs target recipients. Those recipients are pulled from the Contact Database. To indicate that a contact is a Media Contact, click on the Media Member Type box.
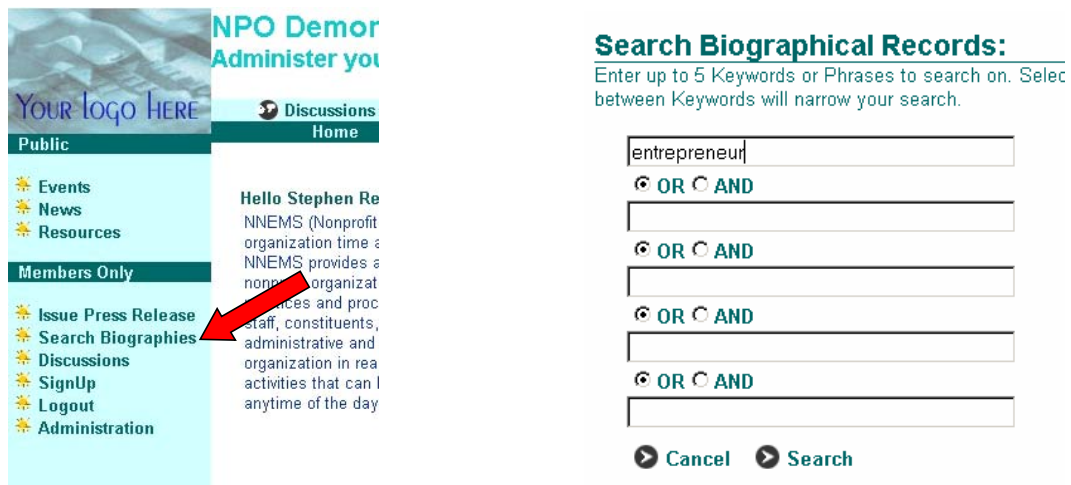

Media Contacts must also be assigned a Media Type. Clicking on the Media Link ☑ Media accesses the Media Type selection page. Clicking on the appropriate box(es) and then saving the record assigns the type to that record.

1.3.3   Media Contact Biography Search Function

Media Contacts can be provided with unique permission to access the biography search function.

The Search Biographical Records Criteria Input Field

Text entered into this field provided the string that will be searched.

And Or Radio Button

Determines whether the query will use Or or AND. Enter up to 5 Keywords or Phrases to search on. Selecting OR between Keywords will widen your search. Selecting AND between Keywords will narrow your search.

Clicking on a name in the Matches list accesses that contacts biography record.

Biographical Records Matches

Your criteria: entrepreneur

Limit To: [20]   ▶ Go

Click on one of the names listed below to view the person's biography.

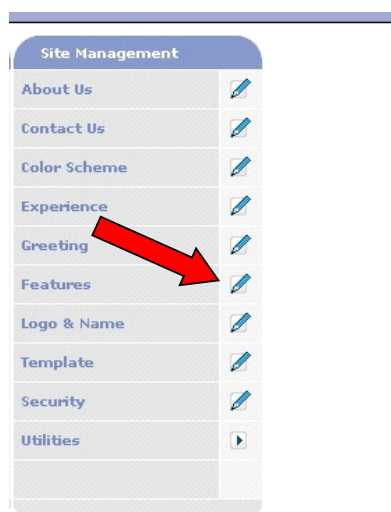| Page 1 of 1		
Name		
John Jones		
Stephen Reuning		
Sally Smith		

▶ Top of Page   🖶 Print   ▶ New Search

1.4 Feature Administration

This section describes how to configure and administer the Press Release Feature. A key component to effective use of the Press Release feature is a good media database. This section describes how to build your own media database. PortalProdigy also offers a media database that is easily imported. Please contact your PortalProdigy Representative for additional information.
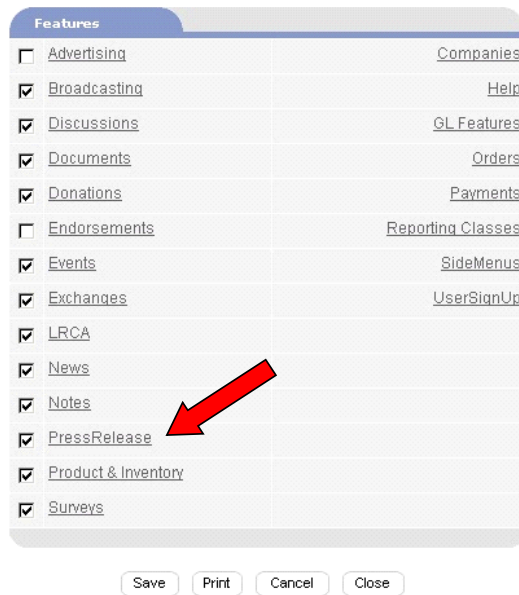
1.4.1   Activating the Press Release Feature

Clicking on the Features Management icon of the Administration Menu accesses the Feature Management page.

Site Management	
About Us	✏
Contact Us	✏
Color Scheme	✏
Experience	✏
Greeting	✏
Features	✏
Logo & Name	✏
Template	✏
Security	✏
Utilities	▶

Clicking on Press Release on the Features Management page accesses the Press Release
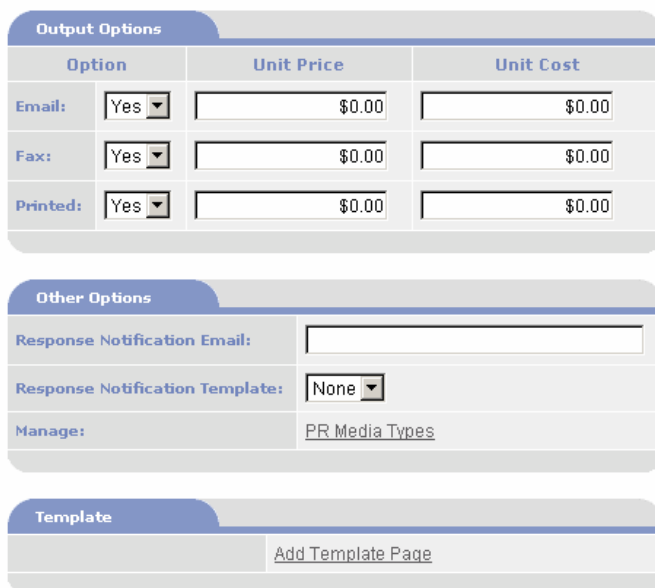Feature Management Page.

Several items need to be prepared before the feature can be configured:

- The broadcast template and the Press Release Template must be created.
- The Media Types must be defined.
- Media contacts should be imported or entered into the Contact Database
- A sample biography and a sample closing statement should be loaded.

▪ **PR Media Type Link -** The PR Media Type Link located on the Press Release Manager Feature Management page accesses the PR Media Types Management page. Administrative visitors can add or delete Media Types. Each organization can customize PR Media Types as it sees fit for its purposes. The Press Release input form presents all the organization's PR Media Types to a visitor entering a press release for selection. Media Contact Records are designated to specific Media Types on from the Contact Management page. Hence, a visitor can choose to have a press release sent to only Business Editors, or only Talk Show Hosts, or Newspapers, etc. or an combination.

Clicking on Add New Type accesses the Media Type activate the Type entry field.

Enter a new type into the field and click Save [Save] and the new type is added to the list.

To delete a Media Type, click on its name. It will appear in the Type field. Then click on Delete [Delete]

Business Editor
Magazine
Newsletter
Newspaper
Talk Show

Add New Type

Type: [Business Editor]

[Save] [Delete] [Print] [Cancel] [Close]

- ▪ **Output Options -** At the time of this writing created Fax and Printed press release functions are under development but not available even though they appear on the page in preparation for implementation. Therefore, Fax and Printed must be set to No or they will appear as options for those entering press releases.

Output Options		
Option	Unit Price	Unit Cost
Email: Yes	$0.00	$0.00
Fax: No	$0.00	$0.00
Printed: No	$0.00	$0.00

- ▪ **Option Selection Field -** This field determines which fax delivery methods are available to visitors using this feature. At the time of this writing created Fax and Printed press release functions are under development but not available even though they appear on the page in preparation for implementation. Therefore, Fax and Printed must be set to No or they will appear as options for those entering press releases.

- ▪ **Unit Price Field -** If this field contains an amount, then visitors sending press releases will be billed by the number of releases sent times the amount set in this field. See the Financial Transactions Feature section to learn more about this feature.

- ▪ **Unit Cost Field -** This field is used by the Transactions Management feature for certain cost containment functions. See the Financial Transactions Feature section to learn more about this feature.

1.4.2   Press Release Notification Email

If it is desirable to notify someone of press releases when they are sent, then a broadcast template can be created. See the Broadcast Feature Details section of this manual for

complete details. Below is a sample broadcast template entry. Be sure Object Type field is set to *Press Release*.

- **Response Notification Email Field -** Notification will be sent via email to the address entered in the Response Notification Email Field every time a press release is entered and sent.

- **Response Notification Template -** The template selected in this field will be used for the notification sent to the address in the Response Notification Email Field. A Broadcast Template must have its object type set to *Press Release* for it to appear as a selection here.
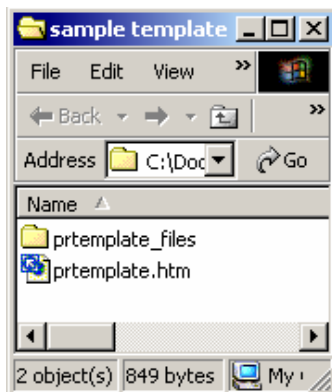
1.4.3   Press Release Template

All press releases sent using the organization's PORTALPRODIGY site will use the same template and thusly carry the same letterhead or motif based on what is entered during the Press Release Template setup. The template can be prepared using Microsoft Word or another publishing application that can export or save work as an HTML file.

If the template contains graphic, which is very likely, graphics associated with the HTML file must be stored in a folder that bears the name of the parent HTML file followed by "_files". For example, a template saved as "PRTemp.htm" should have a related folder called "PRTemp_files".

Our sample template is saved as shown below:

The below shows a Press Release Template prepared in MS Word.
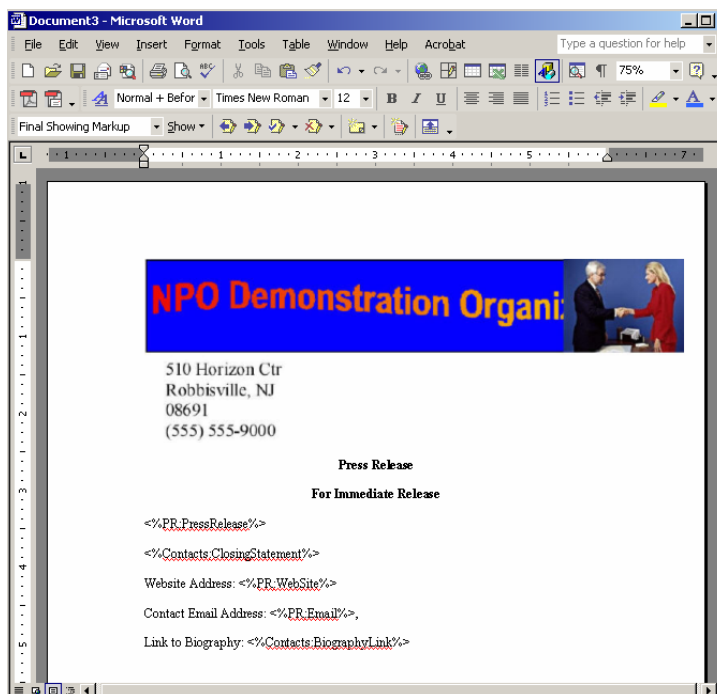
The Template can be prepared with any amount of additional text and graphics but should always contain the following variables which can be typed as text into the document

<%PR:PressRelease%>
<%Contacts:ClosingStatement%>
<%PR:WebSite%>
<%PR:Email%>,
<%Contacts:BiographyLink%>

PORTALPRODIGY uses the variable listed above to assemble data into a press release document.

The sample template turns out a press release as shown below:

Add Press Release Template

Click on the Add Template Page link to add a Press Release template.

If a template is already entered the Template interface might have a slightly different look.

Opens the document editor and allows the template to be edited using PORTALPRODIGY.

Opens a file browse widow to locate and import a new template from the visitor's remote computer.

Downloads the template to the visitor's remote computer.

Deletes the template.

NNEM actually has its own document editor.
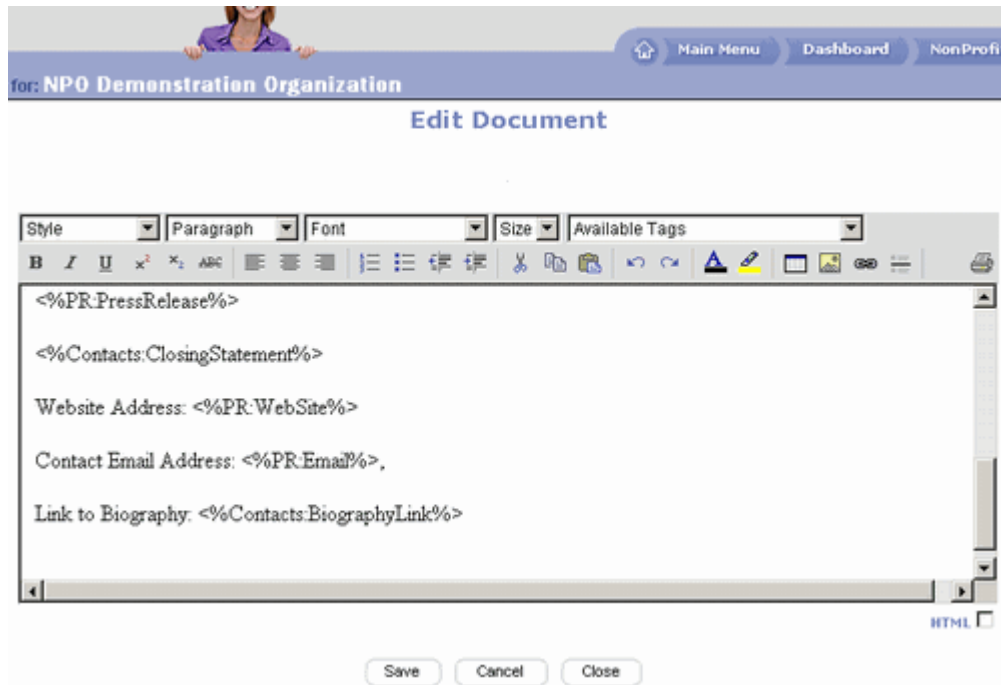
For the sophisticated, clicking on the HTML check box in the lower left hand corner of the editor displays the document's HTML code.
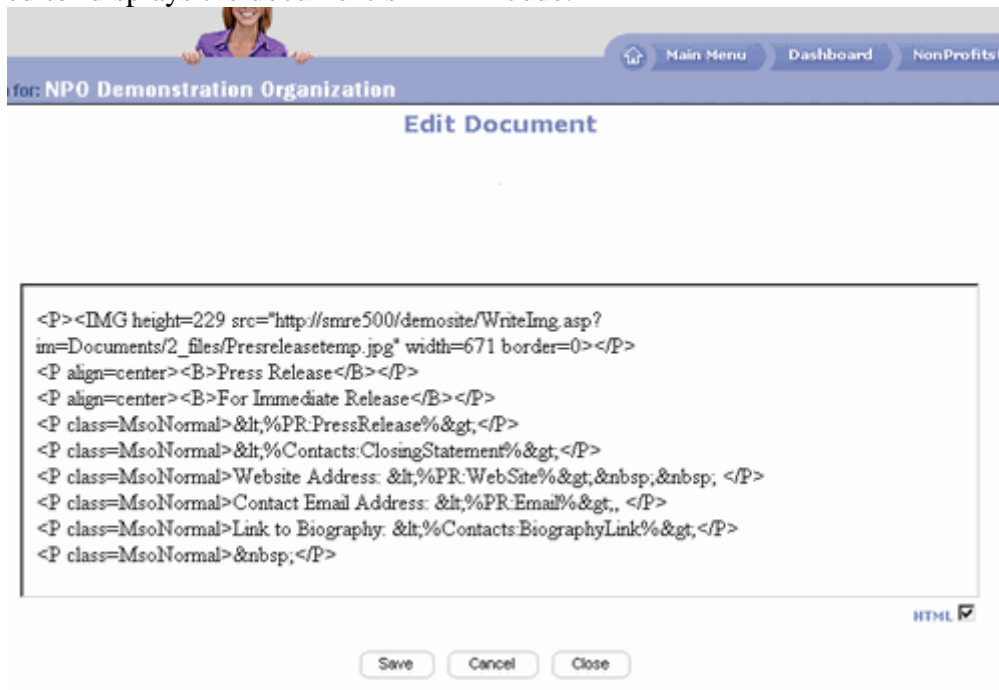
1.4.4   Loading Sample Biography Sample Closing Statement

Sample Biography and Sample Closing Statements can be viewed by visitors when they create their own Biography and Closing Statement records. Administration inputs the samples at the UserSignUp features management page.
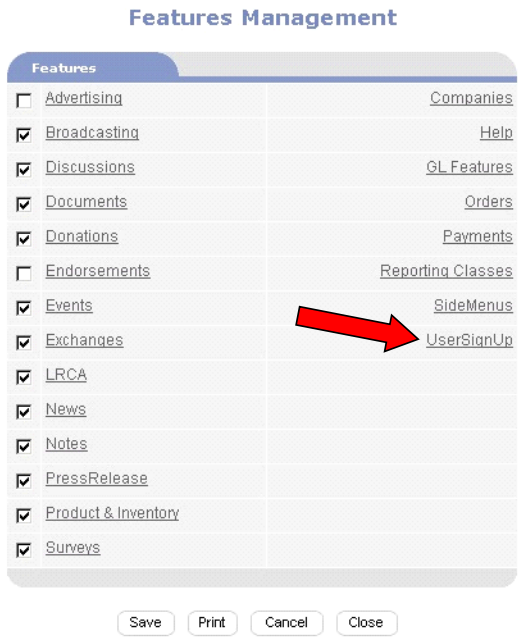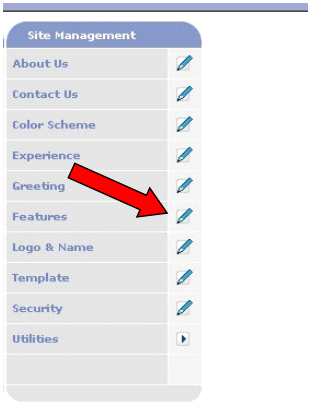
Features Management

User Signup

Sign Up Features

Registration Form:	Use Default ▼	Quick Registration Builder
Password Minimum Length:	2 ▼	
Name Required for default Sign Up:	○ Yes ◉ No	
Address Required for default Sign Up:	○ Yes ◉ No	
Email Required for default Sign Up:	○ Yes ◉ No	
Phone Number Required for default Sign Up:	○ Yes ◉ No	
Default State:	▼	
Auto Broadcast Template:	················· ▼	
Response Notification Email:		
Response Notification Template:	················ ▼	
Sample Biography:		
Sample Closing Statement:		
Server Contact Data Subscription folder:	Browse...	
Geography:	Countries	

[Save] [Print] [Cancel] [Close]

Sample Biography

Stephen M. Reuning, CPC has resided in Millstone Township in New Jersey since 1990. Past personal, business and nonprofit experiences include:

• Partner, CEO or Founder of nine business enterprises over twenty years including a company that was ranked number 139 on the Inc500 list, Inc Magazine's annual list of the nations top 500 private companies. Companies include Diedre Moire Corporation, Inc., PortalProdigy, Candidate Seeker, Inc., Cuts 'n Cappuccino, Inc., Middlesex Office Personnel, Pharmex, Inc., Affordable Personnel, Inc., Brittany Anaconda, and Light Construction and Design, Co.

• Two years on the executive board of the Thomas A. Edison Council of Boy Scouts of America

• One year serving as advisor to the New Brunswick Republican Committee.

• Seven years as training consultant to Forum groups for YEO.

• Six years serving on the Board of Directors of the Mid Atlantic Association of Personnel Consultants, representing over one hundred eighty firms. Offices held include President.

• Seven years serving on the Board of Trustees of the Young Entrepreneurs' Organization of New Jersey.

• Over eighteen years active public speaking.

Here's what some notables have written about Stephen:

NAPS Board of Directors, Chairman, Mary Beth Elmer, CPC, CTS

"Your commitment, dedication and hard work for the NAPS Certification Program is producing tremendous results. The success of our new study materials, exams and the introduction of the Continuing Education program is due in large part to your personal belief in Certification. Your volunteer work for NAPS and our Certification program are greatly appreciated. You have helped me have a very successful year as the Chairman of the Board and it is wonderful to have you on the team."

Young Entrepreneurs' Organization International, VA, from Katherine Hoegy, Education Director

"Thank you so much for your tremendous contribution to the 8th Annual YEO International University in Montreal! The abundance of positive feedback which we received during and after the conference was absolutely incredible! …!"

Tom Richman in his feature article, "Up From Drudgery", for Inc. Magazine

"...Reuning, is a college drop-out who devours ideas like a kid eating popcorn..."

The Assembly State of New Jersey, from Joann H. Smith, Assemblywoman

"...Mr. Reuning represents what I consider the finest qualities of an American entrepreneur. His contribution to the community is well documented, as well as his active involvement as a well known spokesman. He has strived to maintain the highest levels of integrity and professionalism in his profession in this state and others."

The Learning Annex, New York, NY from Harry Javer, National Program Director

"... as National Program Direction for The Learning Annex, I attend over one hundred seminars a year. Your presentation...was, without a doubt, one of the best I've witnessed.

Your material was informative, your anecdotes fascinating, your handout was excellent. Your message was organized and most of all, you were dynamic! I usually force myself to sit through three hours, but I was on the edge of my chair for most of the evening...."

Tulane University, New Orleans, from Daniel S. Fogle, PhD, Director, Executive Education Center

"... Your inspiration has overwhelmed us..."

Fairleigh Dickinson University Association of Collegiate Entrepreneurs, Glenn T. Niccolai, President

"…I have been to over two dozen [ACE] conferences and lectures but never to one that has been so personalized and informative…I spoke with several attendees and their opinions concurred with mine. You were terrific!"

Leonard N Stern School of Business, New York University, Entrepreneurial Exchange Group, Jennifer Lui, Vice President

"…You have shown us that success is not an amount of money, but a way of thinking."
Young Entrepreneurs Organization of New York, Johannes Girardohi, Chairperson

"…thank you for participating in last week's panel discussion on 'How to Hire and Retain Excellent Employees'. Your contribution was invaluable, and feedback I have received on your talk has been overwhelmingly positive…"

The White House Washington, D.C., Carol H. Rasco, Assistant to the President for Domestic Policy

"...On behalf of the President and Mrs. Clinton, I would like to thank you..."

Stephen M. Reuning, CPC
510 Horizon Center
Robbinsville, NJ 08691
Emal: smr@diedremoire.com
Voice: (609) 584-9000 ext 202

1.4.5   Sample Closing Statement

PortalProdigy, Inc. (PORTALPRODIGY) is a New Jersey corporation which provide services and software applications to nonprofit organizations and those who administer them. PORTALPRODIGY's launch product, The PORTALPRODIGY Nonprofit Enterprise Management System (PORTALPRODIGY), is a web server based software application, which allows users to execute most nonprofit organization management and administrative activities from Internet browsers located anywhere. Within hours of purchase, any organization can establish a powerful management system and Internet presence and be broadcasting press releases, signing up members and constituents, collecting dues, advertising products, taking orders, advocating issues, lobbying government representatives, holding discussions, announcing events, delivering news, exchanging job notices and job candidates, providing advice from their knowledgebase, soliciting donations, scheduling meetings, booking resources, and conducting surveys -- all for less than $4,000. The system is designed around the very specific needs of trade associations, churches, temples, clubs, volunteer emergency services, advocacies, tenant associations, amateur sporting teams, leagues, professional societies, foundations, civic organizations, parent teacher associations, public libraries, art and theater groups, political parties, action committees, unions, alumni institutions, youth groups, schools and scouts. Acceptance of PORTALPRODIGY's software product immediately positions PORTALPRODIGY to sell its secondary product offering, PORTALPRODIGY Administrative, Management and Support Services (NAMSS), which are made extremely efficient and low cost through the use of PORTALPRODIGY.