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System Folders

- 1 All Coverage (201)
- 2 Inbox (120)
- 3 New (2)
- 4 Selected (0)
- My Folders
- 5 Dec. 06 (23)
- 6 Good Coverage (12)

### All Coverage



Select All

Selected Articles

Sort

Filter

Display All

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New

#### Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can lead to a bleeding ulcer.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



New

#### Channel 4 News Weekend

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Medicine"

Kelly Mack

00:17:14 TZ; **Pain** Medicine: American Pharmacist Assoc sends out survey for rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; 2004 Pharmacist Survey of OTC Products. I; **Pain** sufferers, talk about being in **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. **Advil** chosen to deal with menstrual pain. V; **Motrin**. V; **Tylenol**. **Tylenol** chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

00:19:44

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



#### New York Times

New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



#### South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



## FOLDERS

1	The primary method of grouping hits is by using folders. Folders auto-set by the system (System Folders) are in yellow in this diagram. User defined sets (User Folders) are in green. Final design (colors, icons etc.) pending.
2	All Coverage – all hits coming in are copied into All Coverage. Normal User cannot remove items from All Coverage. User Admin can remove things from this folder, but items are not deleted, just made invisible. VMS can restore items to All Coverage
3	Inbox – all hits as they come in are sent to the Inbox where users can delete. Inbox is the primary sorting area for users; the system does not auto-remove from Inbox
4	New – this is a subset of Inbox. All hits that have been recorded since this user last logged off are copied in New. Once the user logs off, all of the items remaining in New are removed.
5	Selected – since a number of operations rely on a group of selected items AND those selection actions can carry over from one page/folder/activity, the Selected Folder keeps track of all currently selected items. Each item, as selected is auto-coped to Selected and if de-selected is removed from Selected.
6	User Folders, displayed here in green, are up to the user to define. They may be saved searches (defined later) or ad hoc folders to which the user drops items. Naming of user folders is open. NOTE we are <b>not</b> creating subfolders at this time.





Home Folders Preferences

System Folder Reports

System Folder Coverage

System Folder E-Mail

System Folder Clipbook

System Folder Media Coverage

System Folder Other Reports

System Folder Manage Folders

System Folder Duplicate Folder

System Folder New Folder

My Folders

Dec. 06 (23)

Good Coverage (12)

Select All Selected Articles Sort Filter Display All Prev Page 2 of 21 Go Next

Sunday Oregonian  
Portland, OR 01/21/2007  
"People's Pharmacy"  
Joe Graedon, Teresa Graedon

Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an... also warned that combining NSAID pain relievers (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can

Buy:

QV Clip HQ Clip Buy E-Mail Clear Copy Edit Delete

les, CA 05/08/2005 4:30 PM - 5:30 PM

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Summary: Hits: 1,234,567; Audience: 2.907,134; Media Value:\$###,###; MPI: ###;

Dropdown menus should only show viable options. E.g. Since system folders can't be renamed or deleted, those options are not shown.

System Folders Dropdown	
1	E-Mail – users can e-mail all contents of a folder. The resulting e-mail report is based on a template set up in Preferences (defined later in this doc).
2	Clipbook – all items in a folder can be sent to a clipbook. The format of the clipbook is the users company standard (defined outside IMI). NOTE due to the time required to generate a clipbook, this has to be a background process – See Clipbooks later in doc.
3	Media Coverage – MCR, this standard report is generated on selection of this menu option. See MCR later in this doc.
4	Other Reports – A number of clients have special format reports they wish to generate. These are defined outside IMI and are stored in the company profile. This menu option calls a dialog box to choose which report the user wishes to generate.
5	Duplicate Folder – User can duplicate folder (and all contents within it) by choosing this option. This selection calls the folder naming dialog box with "{Folder Name} Copy" as the default name.
6	New Folder – User can create new, empty folder by choosing this item. This selection calls the folder naming dialog box with "New Folder" as the default name. NOTE this is not how a 'smart folder' is created.



**Advanced Search**  
Specify Counties

**Counties**  
Use the text entry field to shorten the list of Counties.  
Select the Counties from the list below and move them to the list on right with the arrow button, then choose to include or exclude them.

1  2  
3  Include These Counties  
 Exclude These Counties 4

Ada County, ID  
Adair County, IA  
Adair County, KY  
Adair County, MO  
Adair County, OK  
Adams County, CO  
Adams County, ID  
Adams County, IL

Note that the Counties in the list on the left will be included if the Counties on the right are excluded and vice versa.

**Specify Cities**

**Cities**  
Use the text entry field to generate a list of matching cities.  
Select the cities from the list and move them to the list on right with the arrow button, then choose to include or exclude them.

5  6  
 Include These Counties  
 Exclude These Counties

Ada, MN  
Adair, IA  
Adair, GA  
Adams, MN  
Addison, TX  
Adel, IA  
Adel, GA  
Adelanto, CA  
Adrian, OH

Note that the Counties in the list on the left will be included if the Counties on the right are excluded and vice versa.

### Advanced Search City, Cty Popup 1.7.2.2

- 1 Search Box – As user types in county names to modify Metro search or DMA search, counties are listed that match the word(s) the user is typing. (Vinod will advise whether to gather counties after two or three characters for performance)
- 2 Fill In county names – As user types in search, US county names will appear in the list to the left. We will not distinguish parishes, or other designations of counties.
- 3 Move buttons – User can select a county and move it to the right to the actionable side for inclusion or exclusion from the list.
- 4 Include / Exclude options – Users create a cumulative list of counties by moving county names per above. User can then use this list as an include filter to add to a metro or DMA or an exclude filter to subtract from it. NOTE Dev will advise if multiple include / exclude filters can be included in single search. Current plan is for a single filter for county and single include for city.
- 5 City Include Exclude – This dialog functions exactly like the county dialog. Again, this is a system for building an include/exclude list and is currently planned as a single city filter per advanced search.
- 6 Notation – For inexperienced users we need a notation that spells out the inclusion/exclusion rule. Final text is pending, but placeholder shown should be used until final.



- System Folders
- All Coverage (201)
- Inbox (120)
- New (2)
- Selected (0)
- My Folders
- Dec. 06 (23)
- Good Coverage (12)
- My cool search (150) **3**

**Search Results** E-Mail Copy Print

[Select All](#) Selected Articles Sort Filter [Display All](#) [Prev](#) Page **2** of 21 [Go](#) [Next](#)

**New**  **Sunday Oregonian**  
 Portland, OR 01/21/2007  
 "People's Pharmacy"  
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**

Clip Clip Clip Text Abstract Buy E-Mail Clear Copy Edit Delete

**New**  **Channel 4 News Weekend**  
 KNE **1** **Save Search**  
 "Pain"  
 Kelly Ma  
 00:17:14  
 2004 Ph  
 headach  
 Hensel, M  
 Excedrin  
 00:19:44  
 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**

Your saved search will be represented by a saved search icon under "My Folders" section. Each time you click on that icon, your search will be performed.

Search Name  **2**

Cancel Create

Aleve . V; Bayer . V; Advil . V; Ibuprofen . V; Tylenol Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce adrin Migraine beat out Extra Strength Tylenol. nol, Excedrin Migraine, Advil.

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Clip Buy E-Mail Clear Copy Edit Delete

**Florida Sun-Sentinel**  
 ile, FL 01/19/2007  
 my new trips Have A Big Appetite For Roses"  
 Christine Winter Huneau  
 Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.  
 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**

Clip Buy E-Mail Clear Copy Edit Delete

The "Smart Folder" terminology used in earlier drafts should be ignored. Saved Search is the approved term.

Save Search 1.7.3	
<b>1</b>	When user chooses to save search, the Saved Search dialog box appears. This allows user to save the search criteria as an icon under their user folders and then relaunch the search with a click. NOTE this does NOT save the current search results, it saves the criteria they input into the advanced search.
<b>2</b>	Note per previous VMS standard, the button to save the search will be "Create". Per new standard, the cancel button will be to the left of the action button and in plain text rather than bold.
<b>3</b>	Icon- a saved search is represented by an icon. In current case icon is a user folder with the addition of a magnifying glass. This icon may change pending creative review, but it will remain distinguishable from a user folder.





Shopping Cart

Purchase with Defaults

Back Continue

Quantity 1 1/2" VHS Tape Title Untitled

**Eyewitness News 7**  
Los Angeles, CA 01/21/2007  
"People's Pharmacy" Joe Graedon, Teresa Graedon

**KCRA-TV3**  
Sacramento, CA 01/22/2007  
"Using The Newsroom To Represent Honesty", Stuart Elliott  
Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

**Evening News**  
Providence, RI 01/19/2007  
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Quantity 1 Printed Transcript Title Untitled

**Eyewitness News 7**  
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Checkout: Sort 1.8.2.2

- 1 Draggable – in addition to the ordinal number sorting in the previous page, the items in a video queue can be sorted via dragging and dropping. The left side of the chip is draggable (akin to the main screen chips). The entire chip is moved as the user drags. If the user 'drops' (up mouse button) the chip and no Placement Marker is visible, the chip goes back to its original position.
- 2 Ordinal Numbers – The ordinal number of the chip is maintained until it is placed in a new location. At that point it is updated.
- 3 Placement Marker – As the user drags the chip over the line between two other chips, the placement marker is made visible – here a black arrow and black line (pending design). If user 'drops' (up mouse button) the chip when this is visible, the chip takes that place in the queue and the ordinal numbers are updated.
- 4 Empty Space – As the chip is being dragged around, an empty space is maintained for it. If the chip is dropped into a new location, the empty space goes away and the chips move up/down to cover it.

