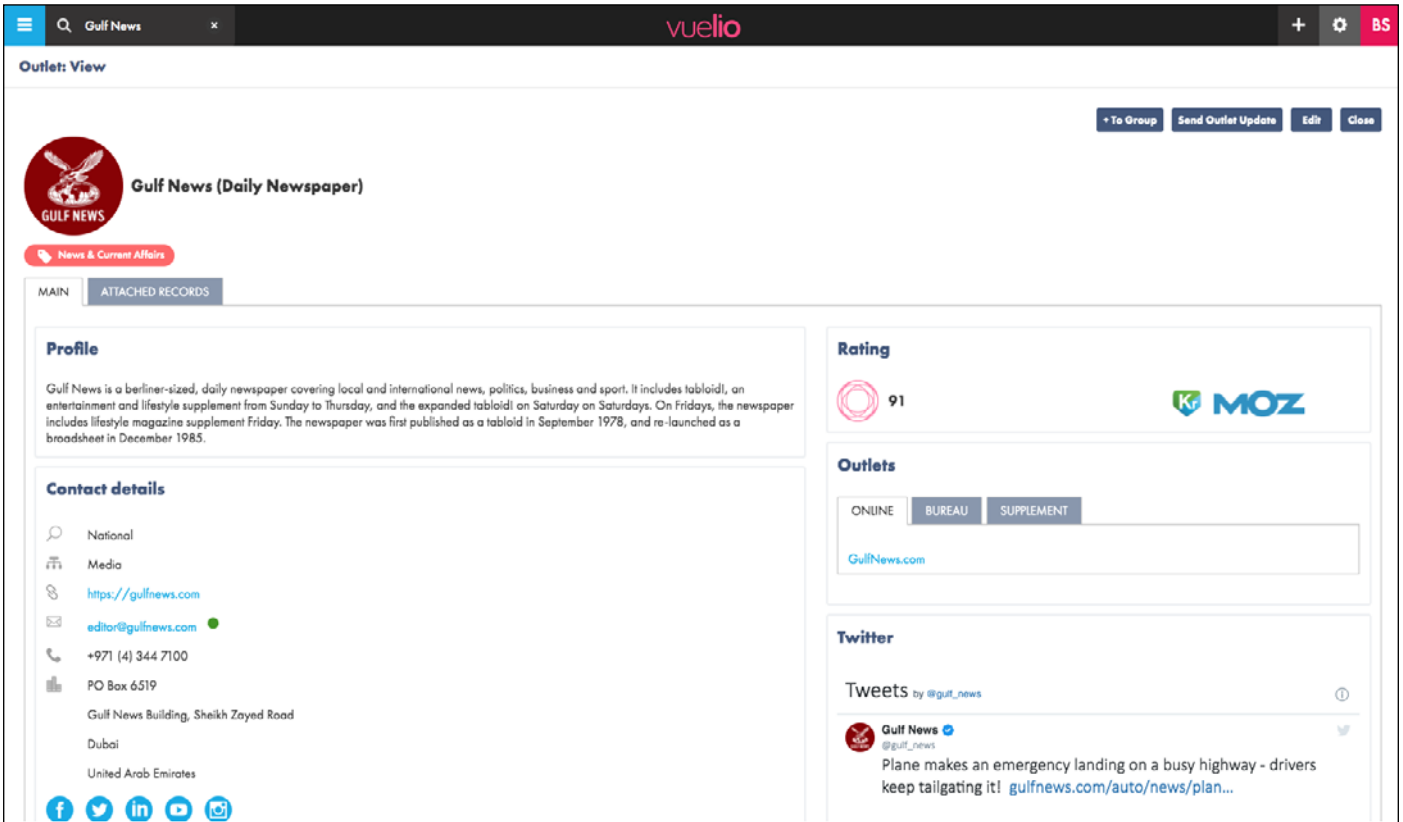# Outlet Records

Once you have performed a search (or opened a saved **Group**), you can access an **Outlet's** full details by clicking its name to open its **Record Card**:

The top section of an **Outlet Record Card** typically includes:

Outlet Details - the outlet's name and media type.
Topics - outlets have interest words attached relating to the subjects they cover so they can be found in topic-based searches.
Profile - a written description of the outlet.
Contact Details - general contact details for the outlet, such as website URL, general email, focus, switchboard telephone number and address.
Social Media Details - links to the outlet's presence on social media platforms, such as *twitter*, *Facebook*, *Linkedin*, *Instagram* and *YouTube*.
Rating - a number from 5-95 which shows how influential an outlet is (95 is the most influential) based on algorithmic data from multiple sources, including **Kred** and **Moz**, which is then compiled into an average rating.
Outlets - links to any associated outlets, such as online editions, bureaux, supplements, television shows and radio programmes.
Twitter - displays the latest tweets (if the outlet has a twitter handle).

The bottom section of an **Outlet Record Card** typically displays:

Contacts - details of all the Contacts linked to the Outlet (clicking a contact's name will open the person's Contact Record Card).

Contacts at Associated Outlets - details of Contacts listed at linked outlets, such as online editions, bureau, supplements, television shows and radio programmes.

Geographic Distribution Area - for print publications, this shows the country (or countries) where an outlet is distributed.

Attributes - the name of the owning/publishing company, the frequency of publication, language and circulation details.

Online Editions

If a newspaper, magazine, TV station, radio station or news agency has a website that carries news content, then its **Online Edition** will have its own separate entry in the database. This is linked to the main outlet and displays in the **Online** tab within the **Outlets** section of the record card:

Bureau

If an outlet has regional editorial offices, their details are displayed on the **Bureau** tab. Each bureau has its own entry in the database. Hover your cursor to see a snapshot, or click the link to open its record card and view its details in full:
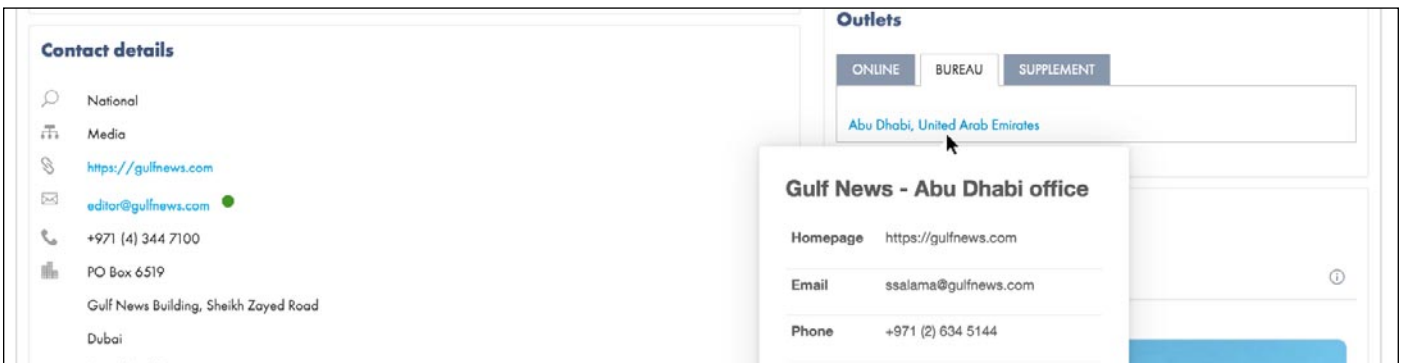
Supplements

If a newspaper has regular supplements or sections attached, the details are displayed on the **Supplement** tab. Each supplement has its own entry in the database. Click its name to open its record card and view its details:

Television and Radio Programmes

Television and radio stations with programmes attached display the details on the **Show** tab. Each programme has its own entry in the database. Click a programme name to view its record card:

Editorial Calendars

Magazines with forward features attached display the details on the **Attached Records** tab:

Adding Contacts to Groups

The **Contacts** section of an **Outlet Record Card** shows details of all the **Contacts** linked to the **Outlet**. You can add contacts to your saved lists from an **Outlet Record Card** by selecting them using their tick boxes and then pressing the **+Selected to Group** button:
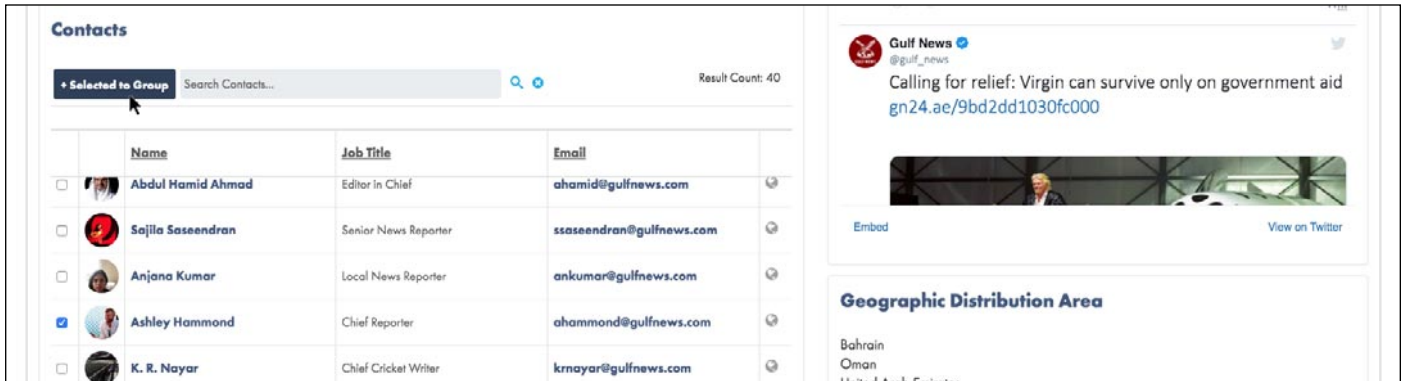

In the screen that opens, you can choose to add the selected **Contact(s)** to an **Existing Group** by selecting its tick box and pressing **Save** (and can add to multiple **Groups** at the same time by selecting more than one). To create a **New Group** instead, type a new **Group Name** in the text box on the left of the screen and press **Save**:
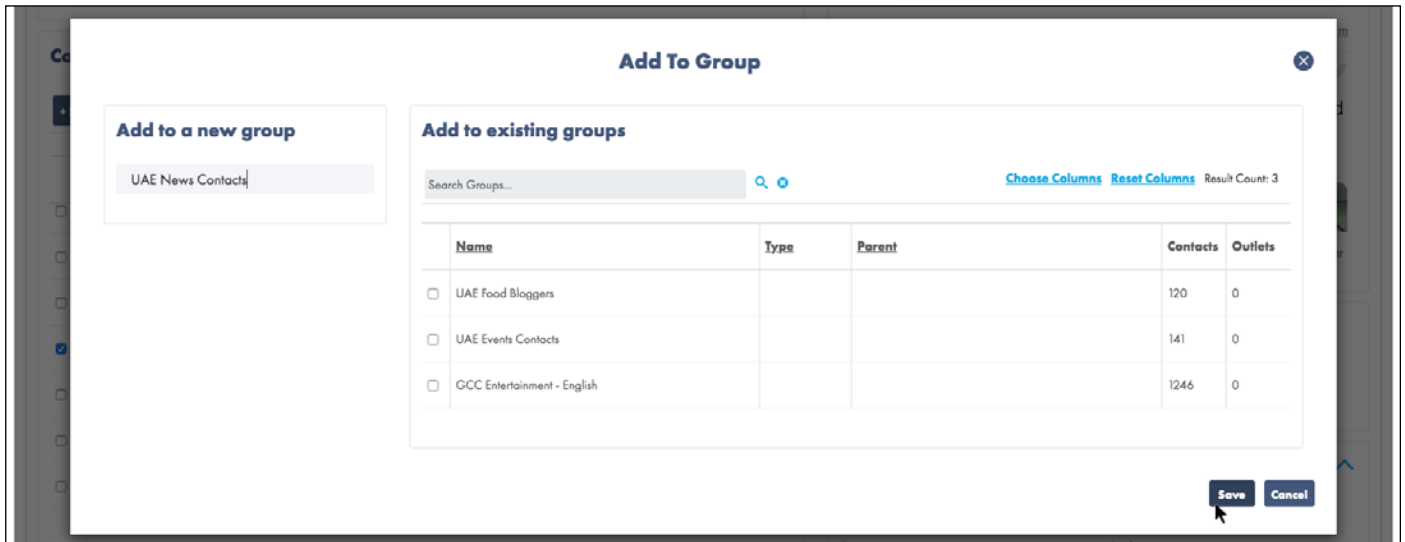
You can also add contacts from linked online editions, bureaux, supplements and shows to your **Groups** in the same way by selecting them from the **Contacts at Associated Outlets** section:
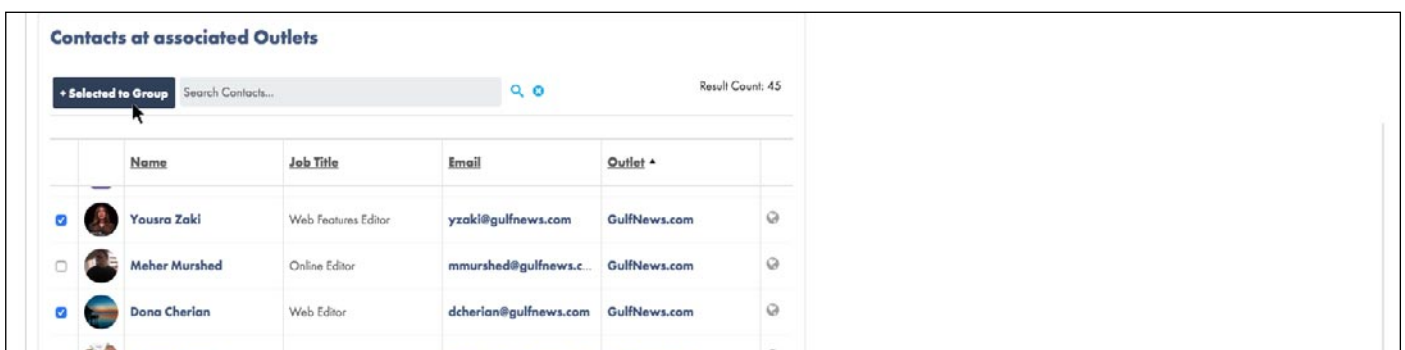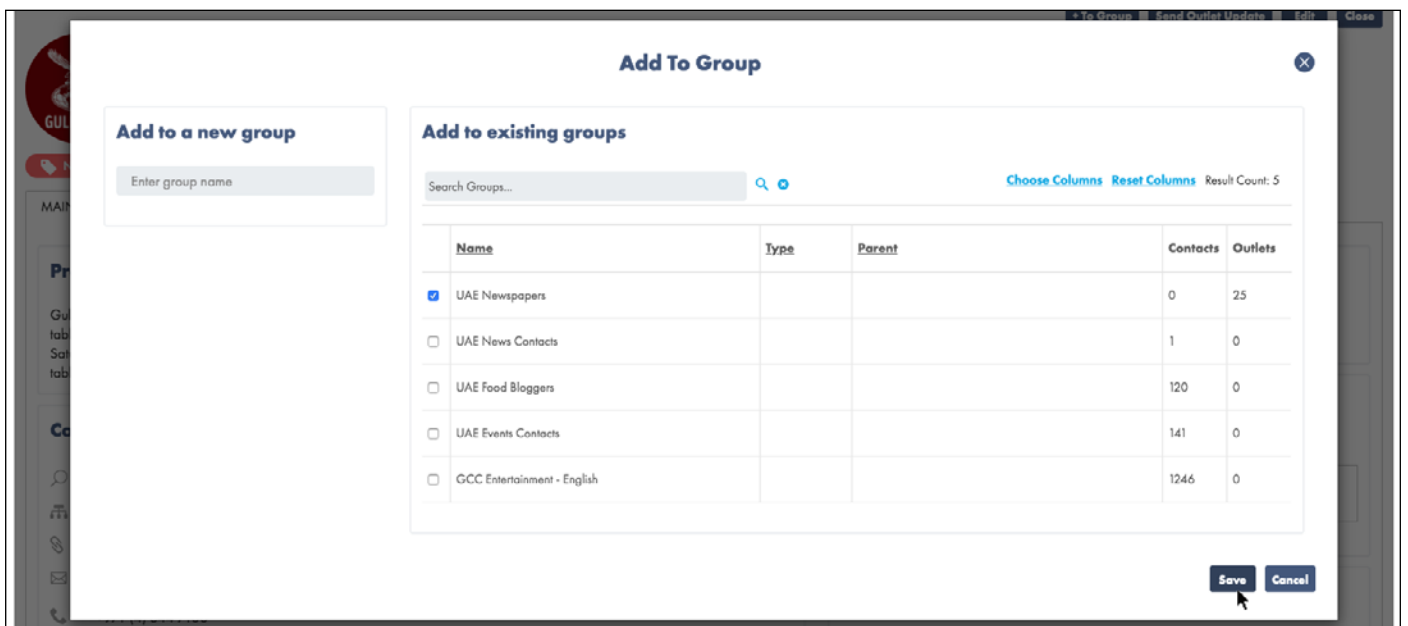
Adding Outlets to Groups

The **Groups** section of an **Outlet Record Card** displays if the **Outlet** has been saved in any of your **Groups** - and shows which list(s) you have it saved in:

To add an **Outlet** to a **Group** from the **Outlet Record Card,** click the **+To Group** button:


Add the **Outlet** to an **Existing Group** by selecting its tick box and pressing **Save** (and can add to multiple **Groups** at the same time by selecting more than one). To create a **New Group** instead, type a new **Group Name** in the text box on the left of the screen and press **Save**:


Note: If the **Outlet** already exists in a selected **Group,** it will not be added twice.

Editing Outlet Records

You can customise the database by adding your own extra details to an outlet's **Record Card** by pressing the **Edit** button in the top right corner:
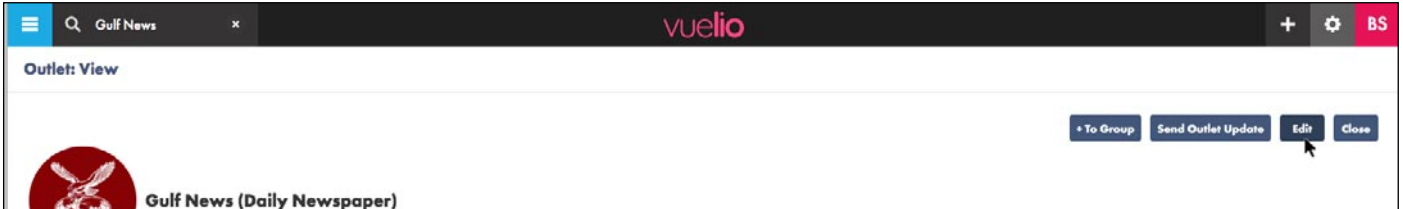
On the new screen that opens, you can customise the outlet's details, such as adding social media handles, telephone numbers, email addresses and internal notes. Press **Save** once complete:
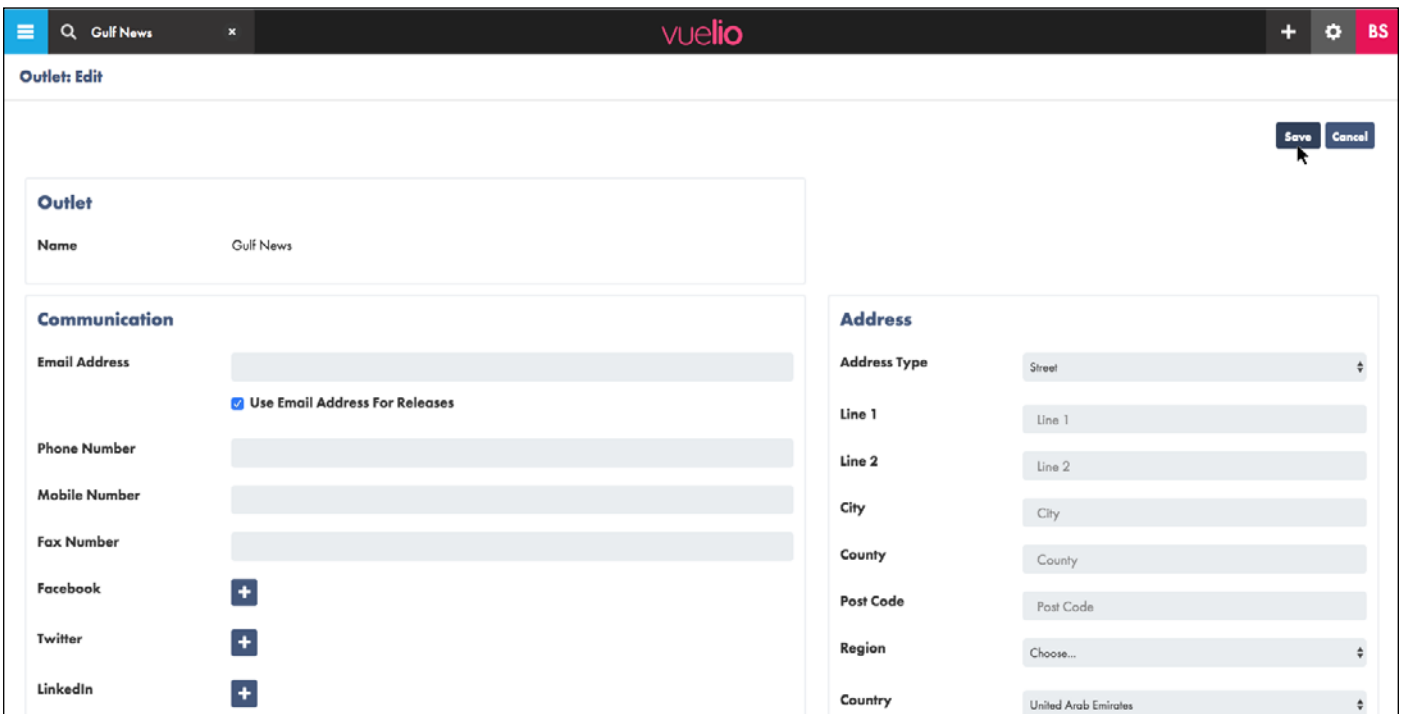
Note: Any changes you make to an **Outlet Record Card** are private to your account, but visible to all users of your account.