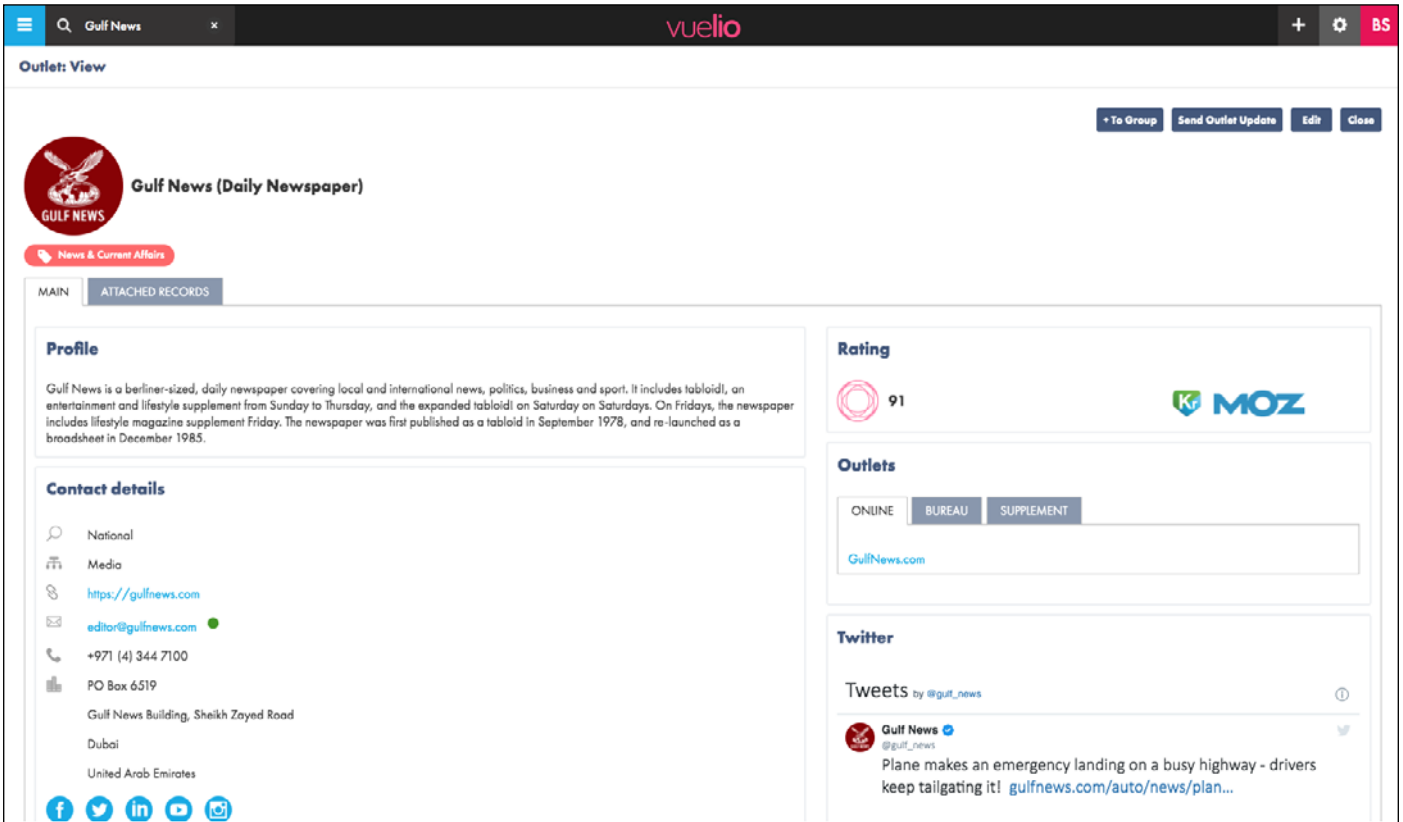


Outlet Records

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

+ Selected to Group Search Contacts... Result Count: 40

	Name	Job Title	Email	
<input type="checkbox"/>	 Sadiq Bhat	Deputy Opinion Editor	sbhat@gulfnews.com	
<input type="checkbox"/>	 Layelle Saad	GCC & Middle East Editor	lsaad@gulfnews.com	
<input type="checkbox"/>	 Sara Diaa	Business Reporter	sgamal@gulfnews.com	
<input type="checkbox"/>	 Abdul Hamid Ahmad	Editor in Chief	ahamid@gulfnews.com	
<input type="checkbox"/>	 Sajila Saseendran	Senior News Reporter	ssaseendran@gulfnews.com	
<input type="checkbox"/>	 Anjana Kumar	Local News Reporter	ankumar@gulfnews.com	
<input type="checkbox"/>	 Ashley Hammond	Chief Reporter	ahammond@gulfnews.com	

+ Add



[Embed](#) [View on Twitter](#)

Geographic Distribution Area


Bahrain
Oman
United Arab Emirates

Attributes

Owner	Al Nisr Publishing LLC
Frequency	Daily
Languages	English
Circulation	77,781
Colour Ad Rate	62,600.00

Contacts at associated Outlets

+ Selected to Group Search Contacts... Result Count: 45

	Name	Job Title	Email	Outlet	
<input type="checkbox"/>	 Manjusha Radhakrishnan	Chief Reporter	mradhakrishnan@gulfnews...	Gulf News - Tabloidi	

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.

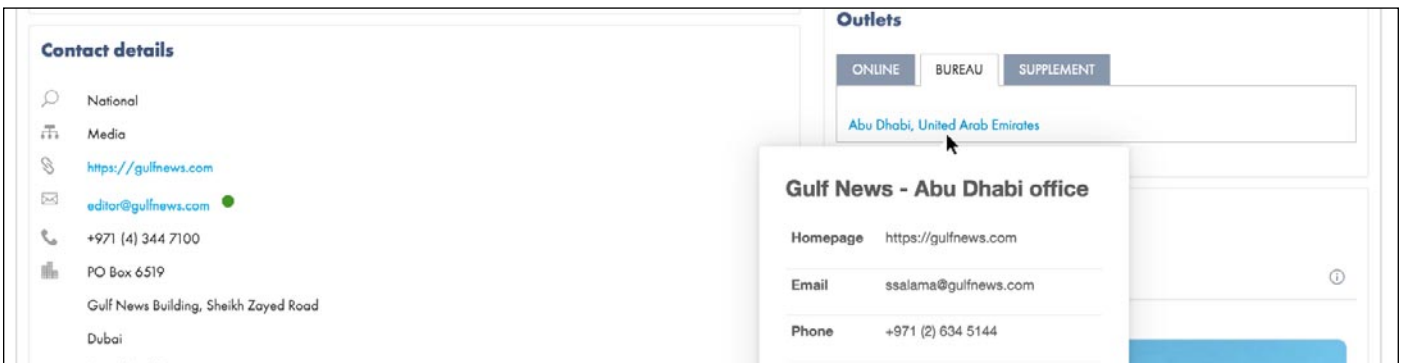
Online Editions

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:

Contact details

- International
- Media
- www.mbc.net/mbcfm
- mbcfm.socialmedia@mbc.net
- +971 (4) 391 9999
- PO Box 72627
- MBC Building, Dubai Media City
- Dubai
- United Arab Emirates

Outlets

SHOW

Name	Shows
Al Lail Wa Al Nas - MBC FM	Entertainment
Dawrena - MBC FM	Sports
Hayakom - MBC FM	Entertainment
Helw Al Kalam - MBC FM	Entertainment
Kaif - MBC FM	Local News; Social Issues
Sabahkom Saudi - MBC FM	Entertainment

Editorial Calendars

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

Aviation Bus
vuelio
BS

Outlet: View

+ To Group
Send Outlet Update
Edit
Close

Aviation Business (Magazine)

Air Cargo
Air Traffic Control
Air Transport
Airlines
Airplanes
Airports
Aviation

MAIN

ATTACHED RECORDS

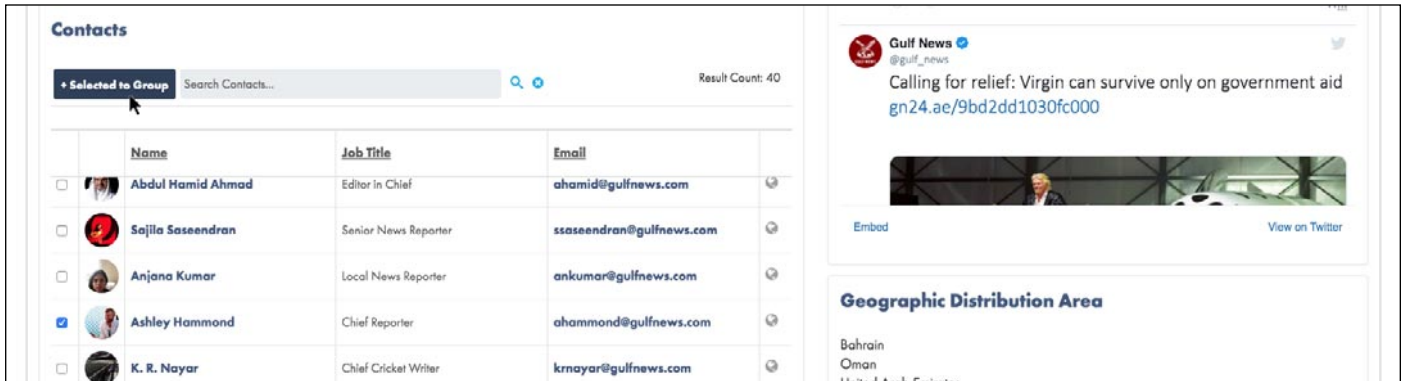
Releases

[Choose Columns](#) [Reset Columns](#) Result Count: 41

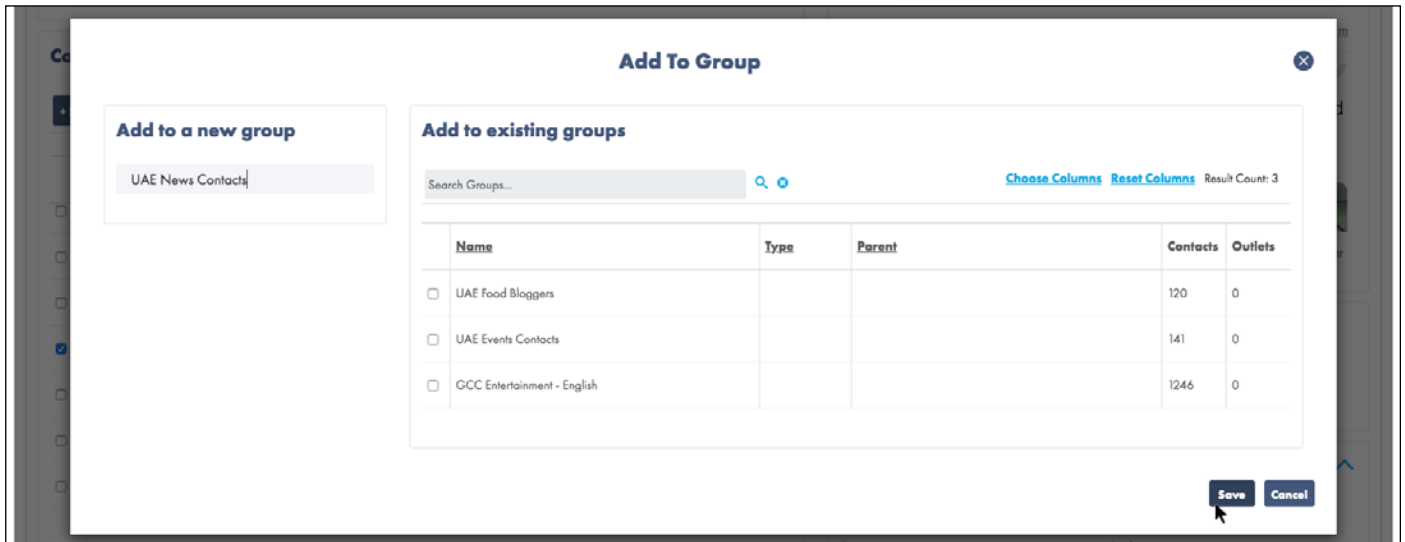
Issue Date	Issue	Description	Topics
01/12/2020	December 2020	Feature: 2021 - where you need to be.	Aviation; Aviation Industry
01/12/2020	December 2020	Feature: The future of aviation.	Aviation; Aviation Industry
01/12/2020	December 2020	Event: MEEBA Show Middle East preview.	Aviation; Aviation Industry; Conferences & Exhibitions
01/11/2020	November 2020	Special Report: Cabin interiors.	Airlines; Airplanes; Interior Design
01/11/2020	November 2020	Feature: Aviation Business Middle East Awards - and the winner is...	Aviation; Aviation Industry; Business Awards
01/11/2020	November 2020	Feature: Friend or foe - drones in aviation.	Aviation; Aviation Industry
01/10/2020	October 2020	Feature: The impact of Expo 2020 on the region's aviation industry.	Aviation; Aviation Industry; Conferences & Exhibitions

Adding Contacts to Groups

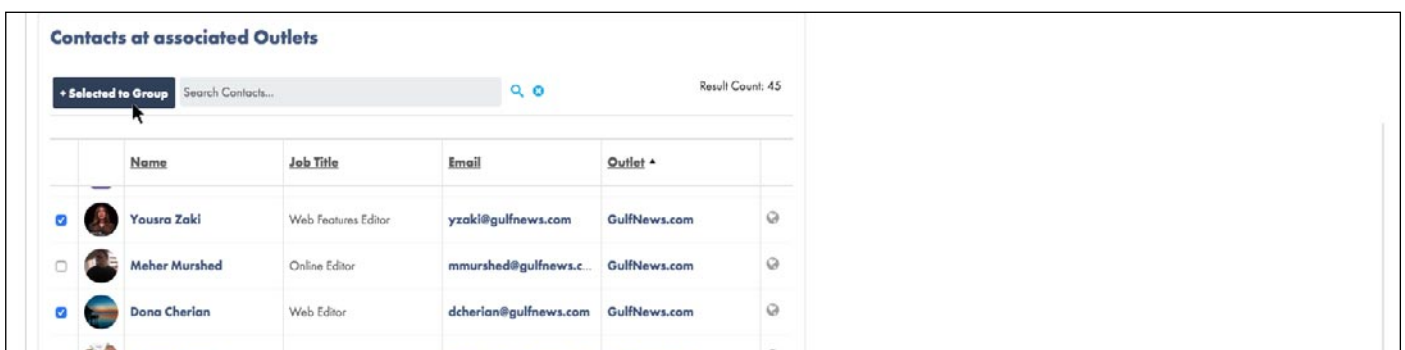
The **Contacts** section of an **Outlet Record Card** shows details of all the **Contacts** linked to the **Outlet**. You can add contacts to your saved lists from an **Outlet Record Card** by selecting them using their tick boxes and then pressing the **+Selected to Group** button:



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

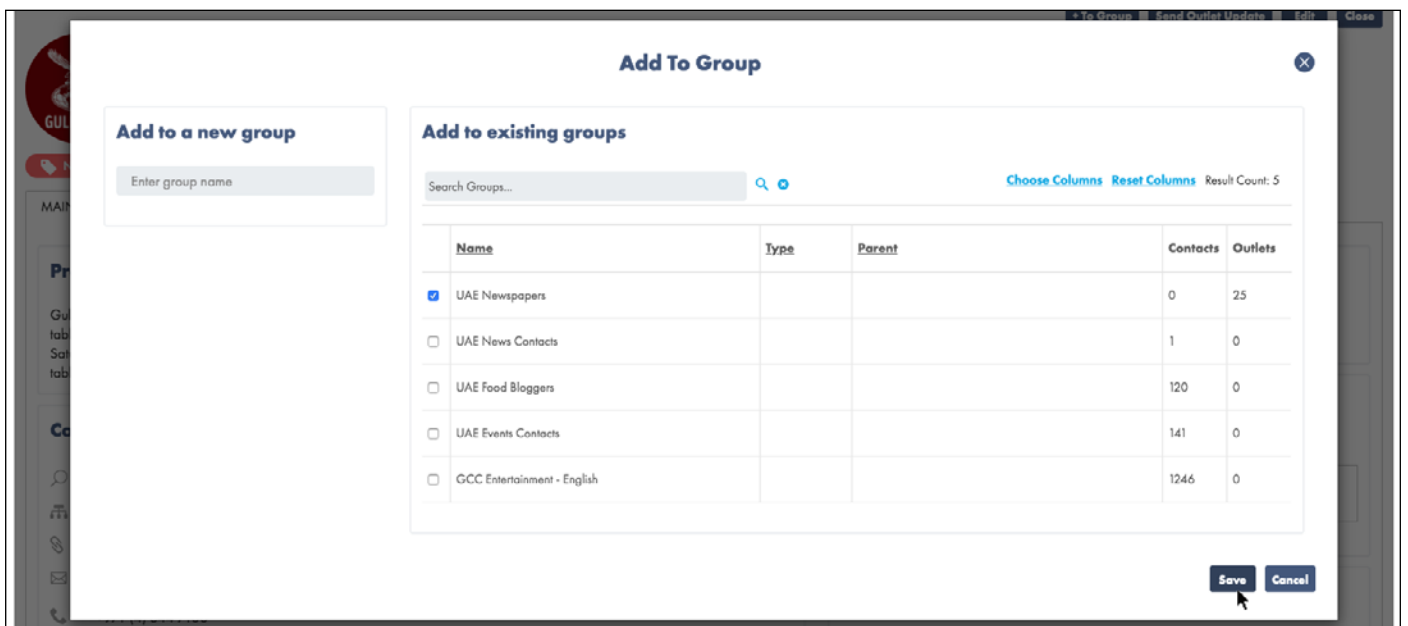
The **Groups** section of an **Outlet Record Card** displays if the **Outlet** has been saved in any of your **Groups** - and shows which list(s) you have it saved in:

Groups				
Choose Columns Reset Columns Result Count: 1				
Name	Type	Parent	Count	
UAE Newspapers			25	

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



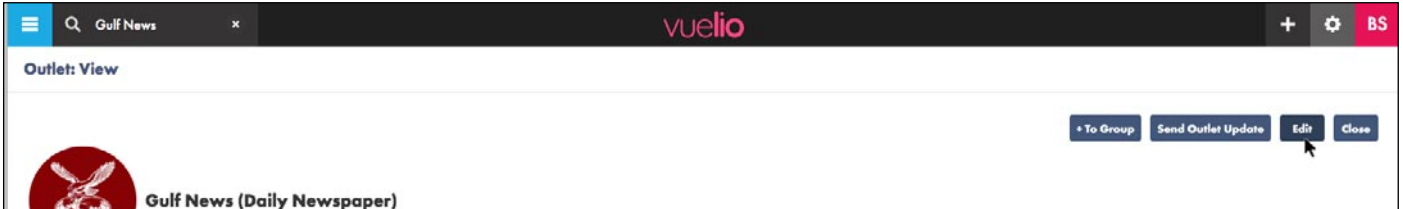
Add the **Outlet** to an **Existing Group** by selecting its tick box and pressing **Save** (and can add to multiple **Groups** at the same time by selecting more than one). To create a **New Group** instead, type a new **Group Name** in the text box on the left of the screen and press **Save**:



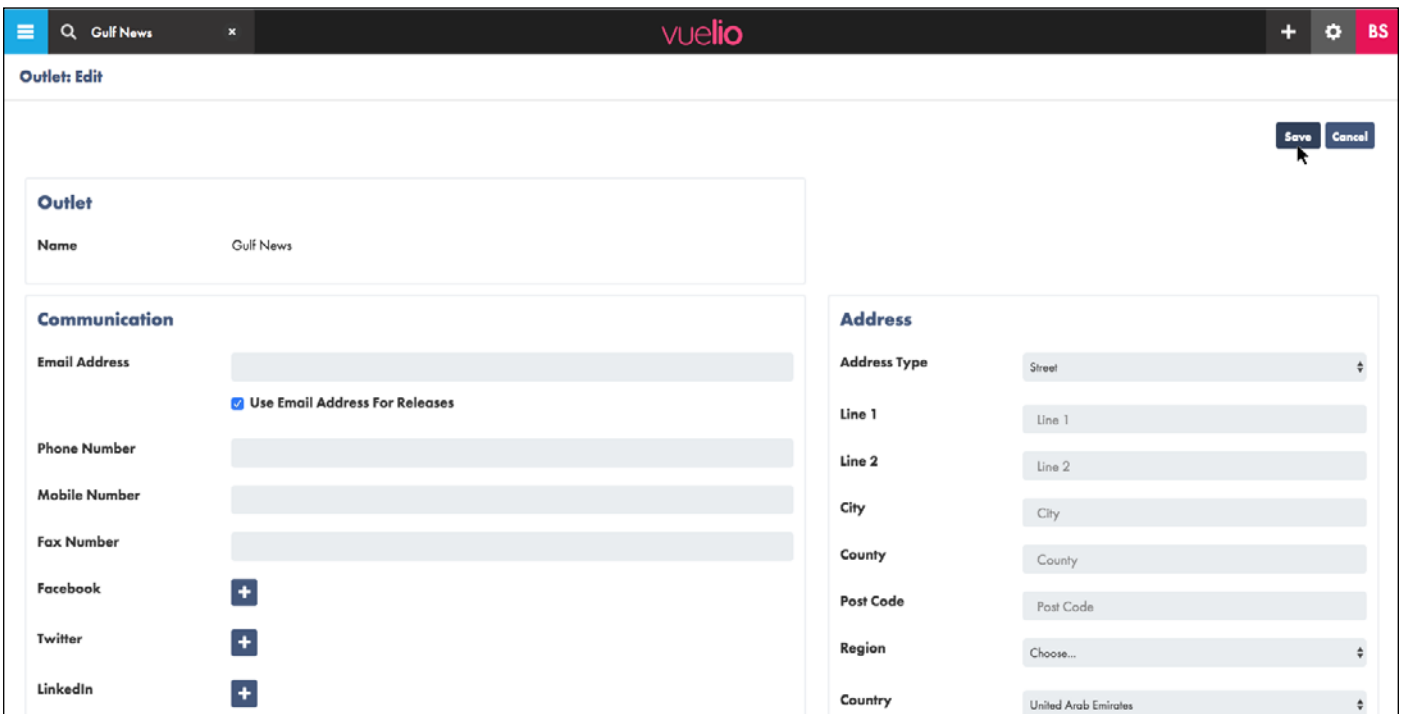
Note: If the **Outlet** already exists in a selected **Group**, it will not be added twice.

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.