newsclip

RedBook

The Digital RedBook

Step-by-step Guideline

Last Updated | September 2015

newsclip

RedBook

Contents

1. Introduction
2. Print, Broadcast and Online Clips
   - 2.1 Print Clips
     - 2.1.1 Magazine Covers
     - 2.1.2 Viewing Articles in Plain Text
   - 2.2 Broadcast Clips
   - 2.3 Online Clips
   - 2.4 Adding Comments
   - 2.5 Action
3. Getting Started
   - 3.1 Bookshelf
   - 3.2 Book Screen
     - 3.2.1 Sharing your RedBook
     - 3.2.2 Downloading your RedBook
     - 3.2.3 Modifying your RedBook
     - 3.2.4 Overview
     - 3.2.5 Manage Comments
4. Clip Search
5. Help
6. Printing
7. Email Notifications
8. Data Clean-up
9. Generating a RedBook from Gate5

1. Introduction

The Digital RedBook is a customisable e-book containing all your media coverage. Print, broadcast and online clips are compiled in a RedBook, which is automatically created and electronically delivered to you on a daily, weekly or monthly basis.

Digital RedBooks can also be generated from Gate5, where users can select the clips to be included in the book.

The Digital RedBook is managed from an online portal. A 'What's New' page keeps users up-to-date with new features added.

The demo book represents the look and feel of the RedBook that users will receive.

Follow the link to view the Demo RedBook: http://www.redbook.co.za/demo.

2. Print, Broadcast and Online Clips

South African print, broadcast and online clips are viewable in the Digital RedBook.

African media clips that are unlocked on Gate5 before the RedBook is created, will be included in the book. Alternatively, users can unlock the clips on the RedBook portal.

2.1 Print Clips

Each article includes the following information:

- Headline
- Publication Name
- Publication Date
- Original Article

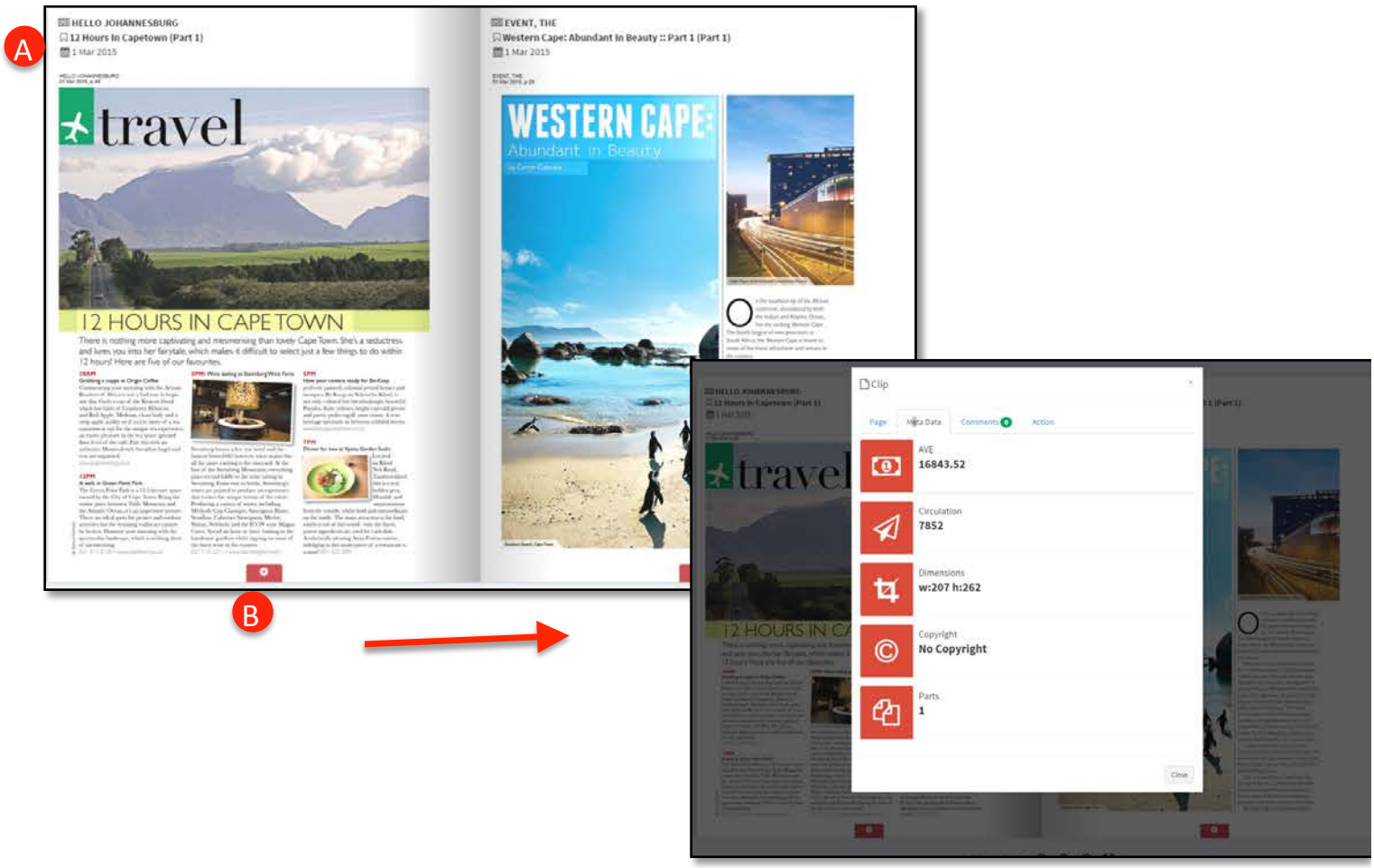
The Meta Data available includes:

- AVE
- Circulation
- Dimensions
- Parts

2.1 Print Clips (cont.)

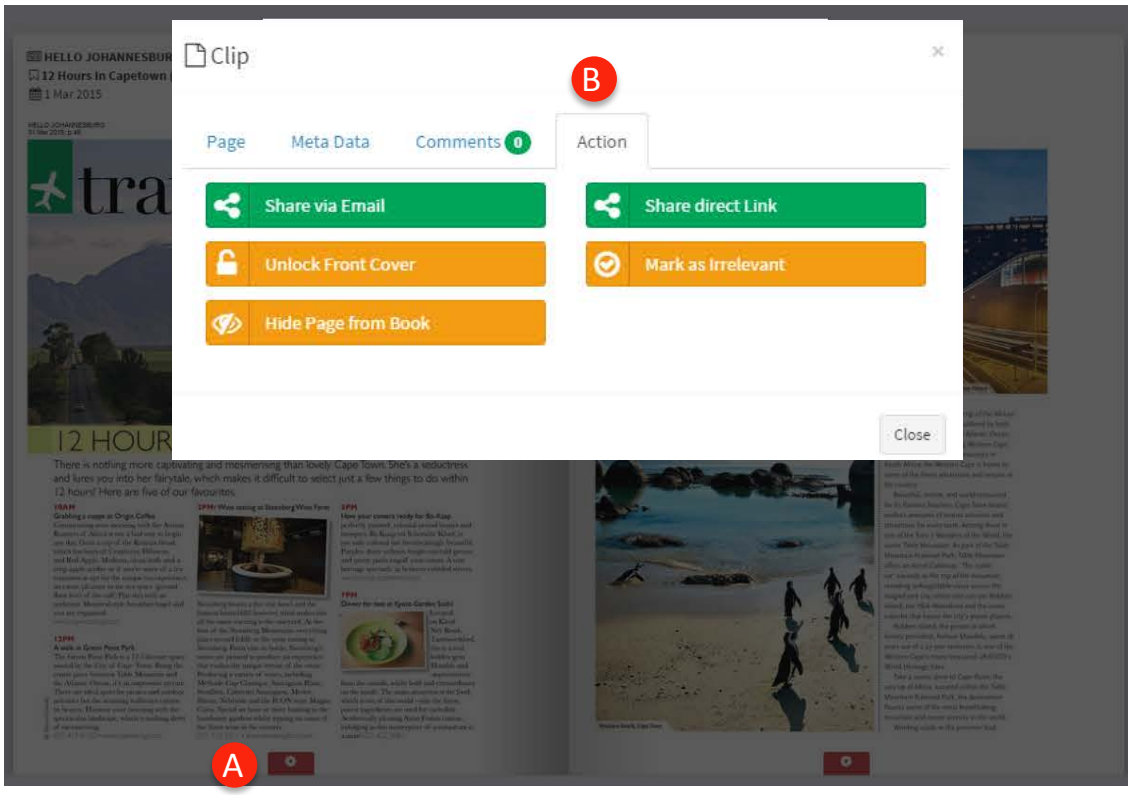
A The article details are indicted here.

B To view the clip Meta Data, click on the toggle at the bottom of the page.



2.1.1 Magazine Covers

Include the front covers of magazines, where your clips have been featured, in your Digital RedBook.

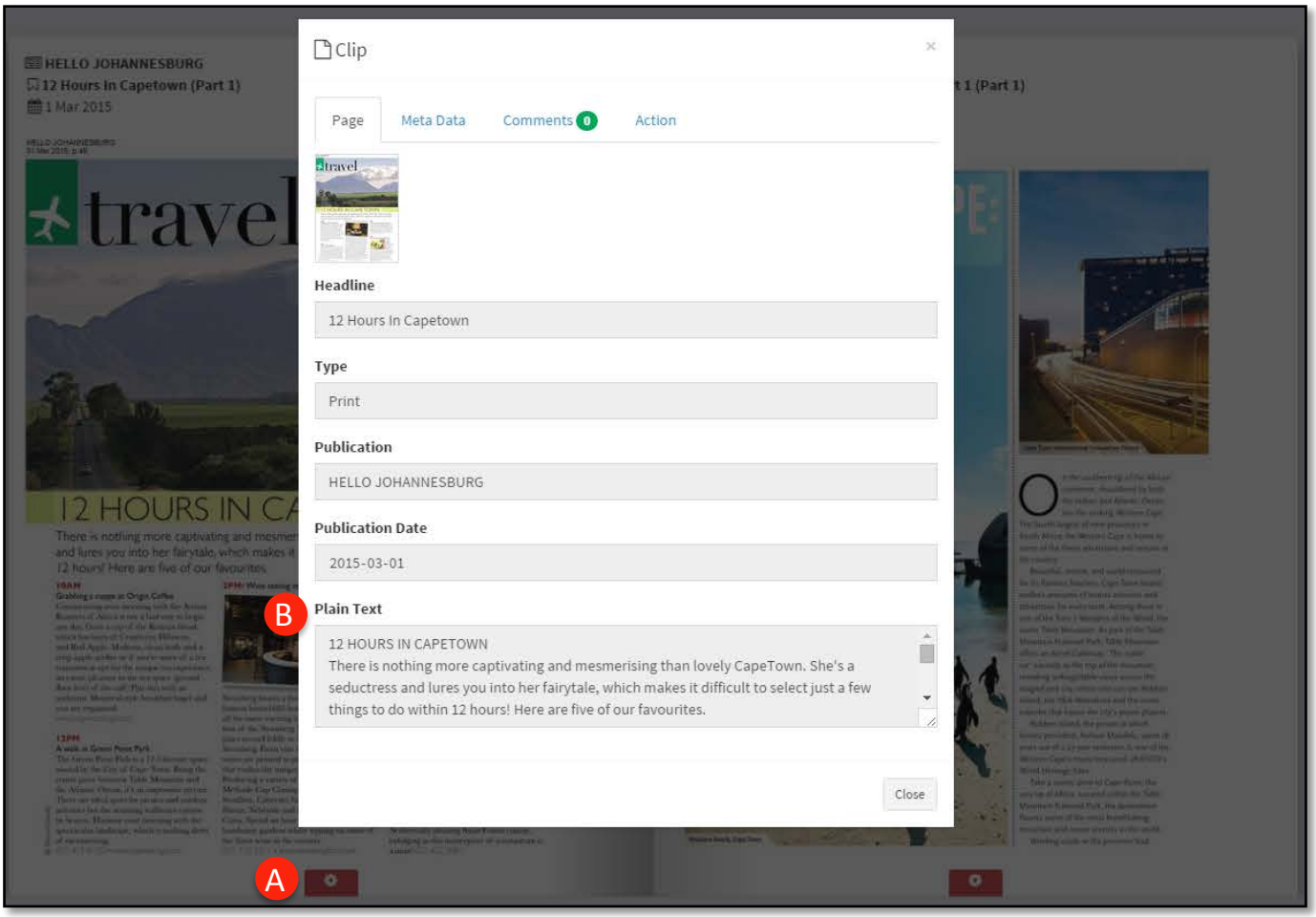


A Click on the Meta Data toggle at the bottom of the page.

B Select the 'Action' tab. Click on the 'Unlock Front Cover' button and enter your credentials to download/unlock the front cover.

The cover is flagged as public and will be visible when sharing your Digital RedBook.

2.1.2 View Articles in Plain Text



A Click on the Meta Data toggle at the bottom of the page.

B View the article in Plain Text here. This feature makes reading the article easier, should the original image be unclear.

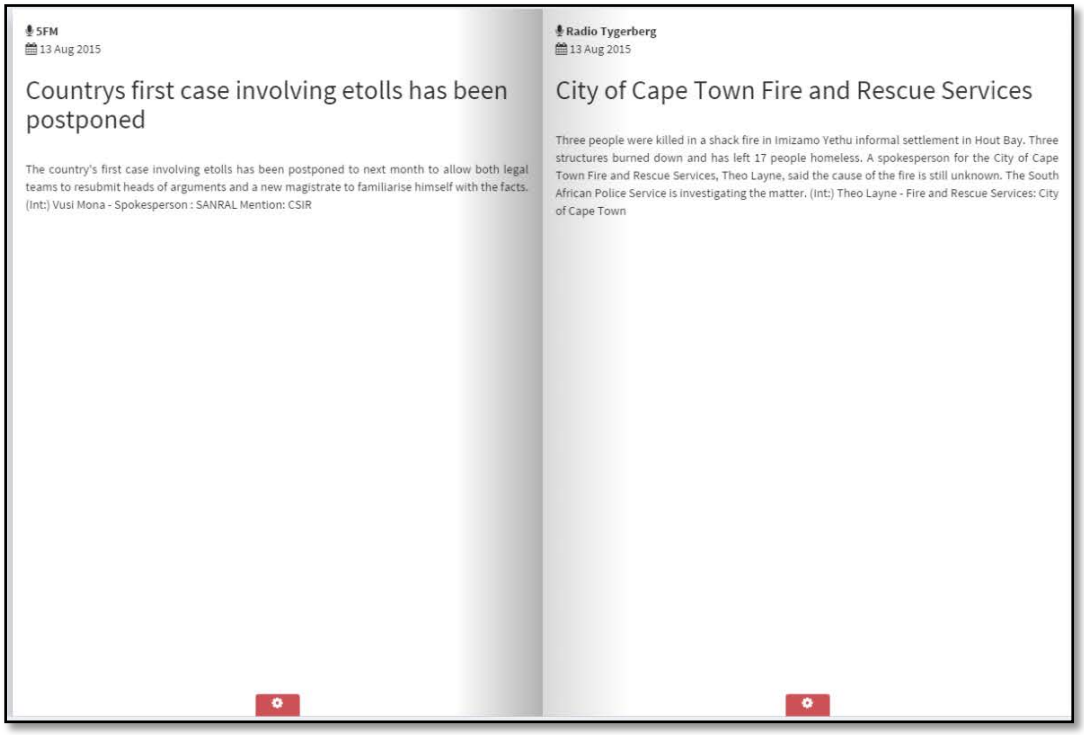
2.2 Broadcast Clips

Each synopsis includes the following information:

- Broadcast Station or Programme Name
- Date
- Headline
- Duration

The Meta Data available includes:

- AVE
- Circulation
- Duration



SFM
13 Aug 2015

Countrys first case involving etolls has been postponed

The country's first case involving etolls has been postponed to next month to allow both legal teams to resubmit heads of arguments and a new magistrate to familiarise himself with the facts. (Int:) Vusi Mona - Spokesperson : SANRAL Mention: CSIR

Radio Tygerberg
13 Aug 2015

City of Cape Town Fire and Rescue Services

Three people were killed in a shack fire in Imizamo Yethu informal settlement in Hout Bay. Three structures burned down and has left 17 people homeless. A spokesperson for the City of Cape Town Fire and Rescue Services, Theo Layne, said the cause of the fire is still unknown. The South African Police Service is investigating the matter. (Int:) Theo Layne - Fire and Rescue Services: City of Cape Town

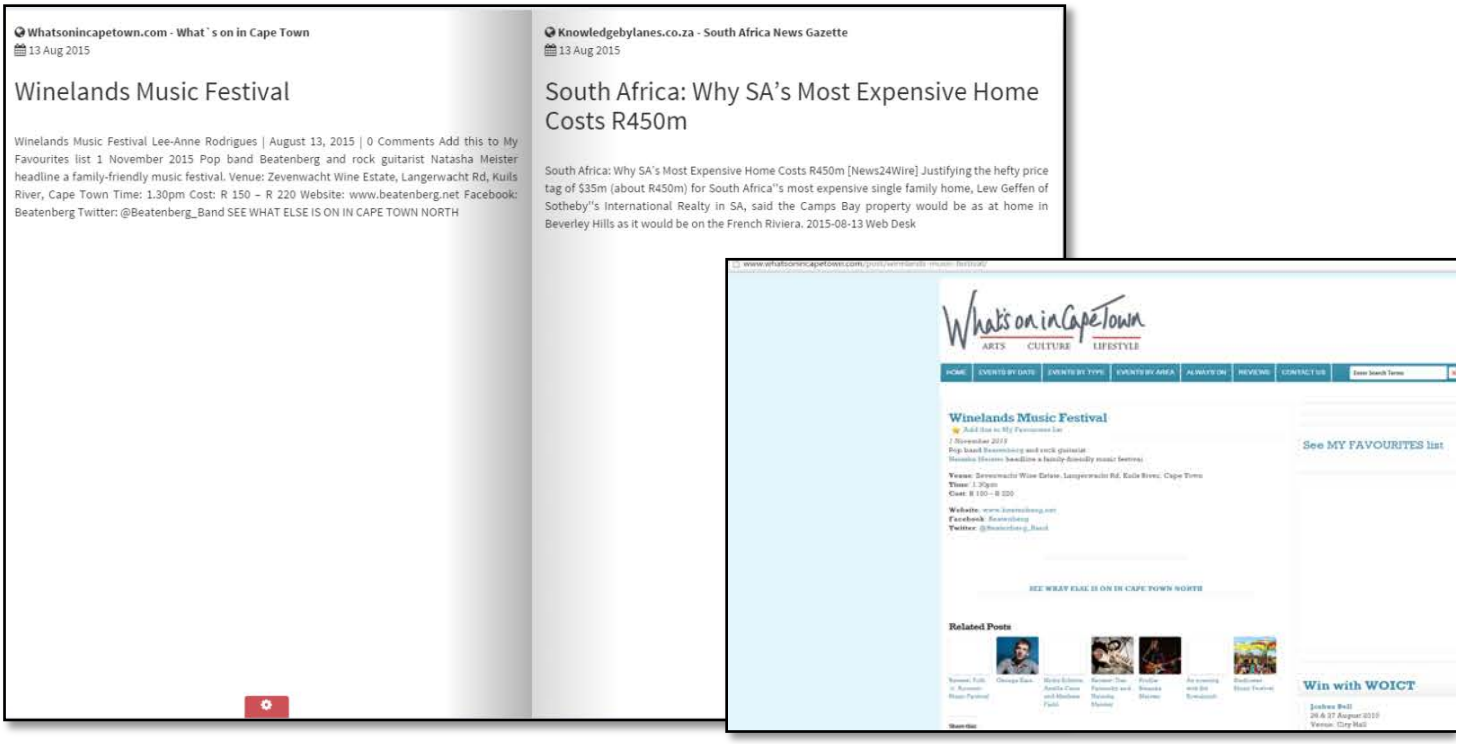
2.3 Online Clips

Each article includes the following information:

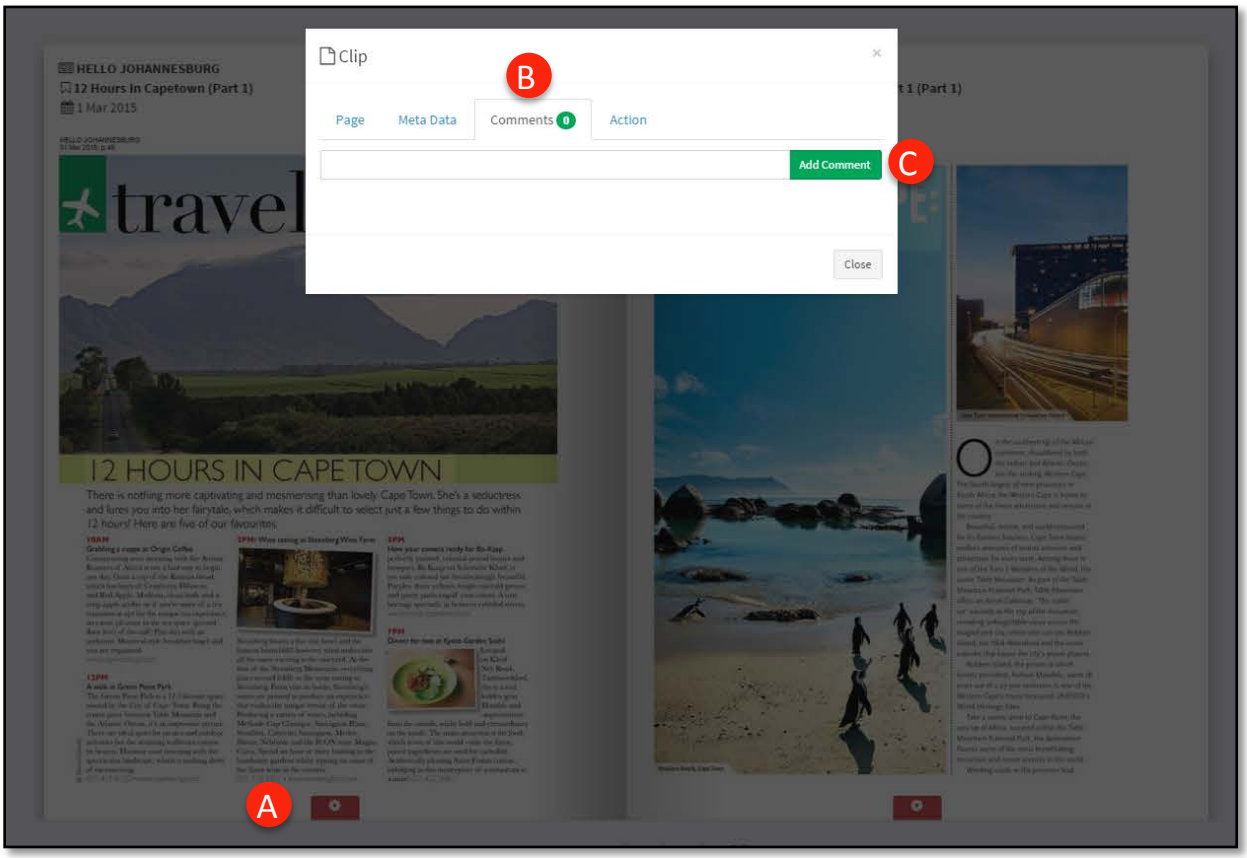
- Website Name
- Date
- Headline
- Link to the original article

The Meta Data available includes:

- AVE



2.4 Adding Comments



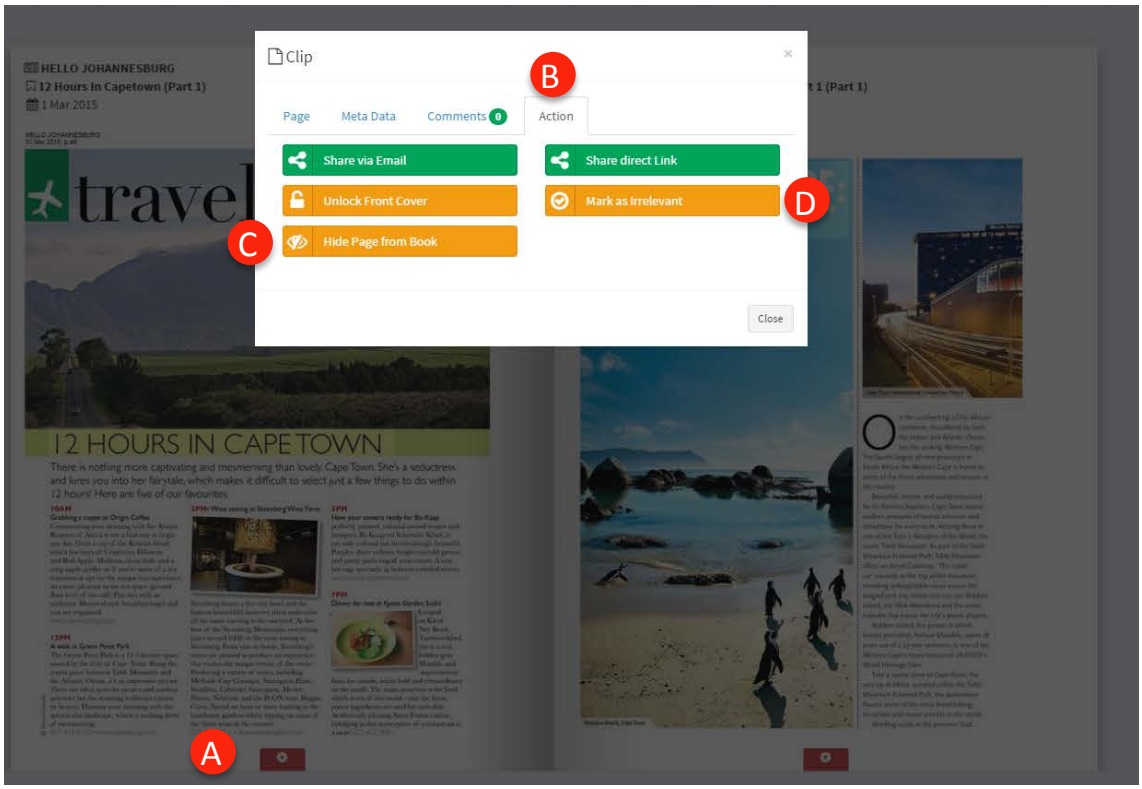
A Click on the Meta Data toggle at the bottom of the page.

B Select the Comments tab.

C Comment on each clip in your RedBook. All captured comments can be shared.

2.5 Action

Hide or remove clips from your RedBook.



A Click on the Meta Data toggle at the bottom of the page.

B Select the Action tab.

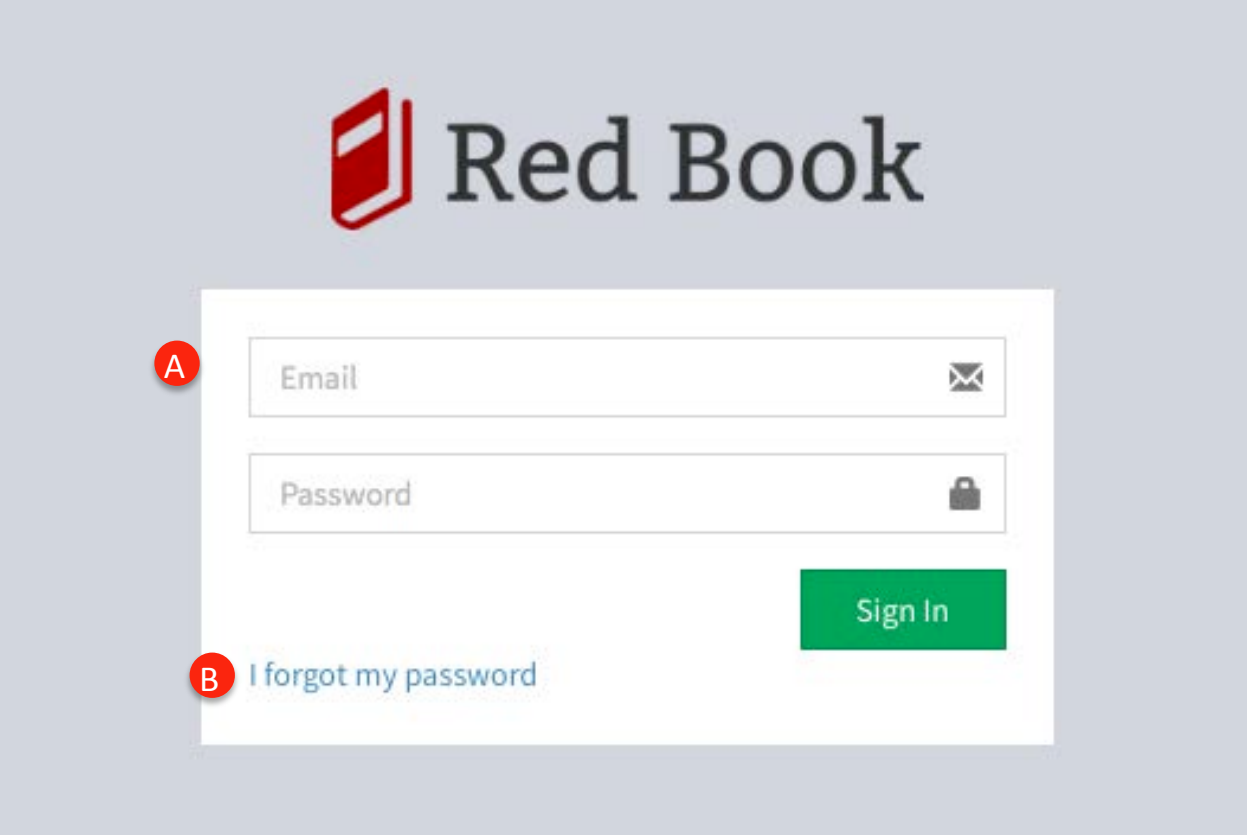
C Use the 'Hide Page From Book' button to remove the clip from the current book. The page/clip can be re-included on the modify screen.

D Clips are marked as relevant by default. To remove articles from the book, mark them as irrelevant.

3. Getting Started

A Go to www.redbook.co.za to login.

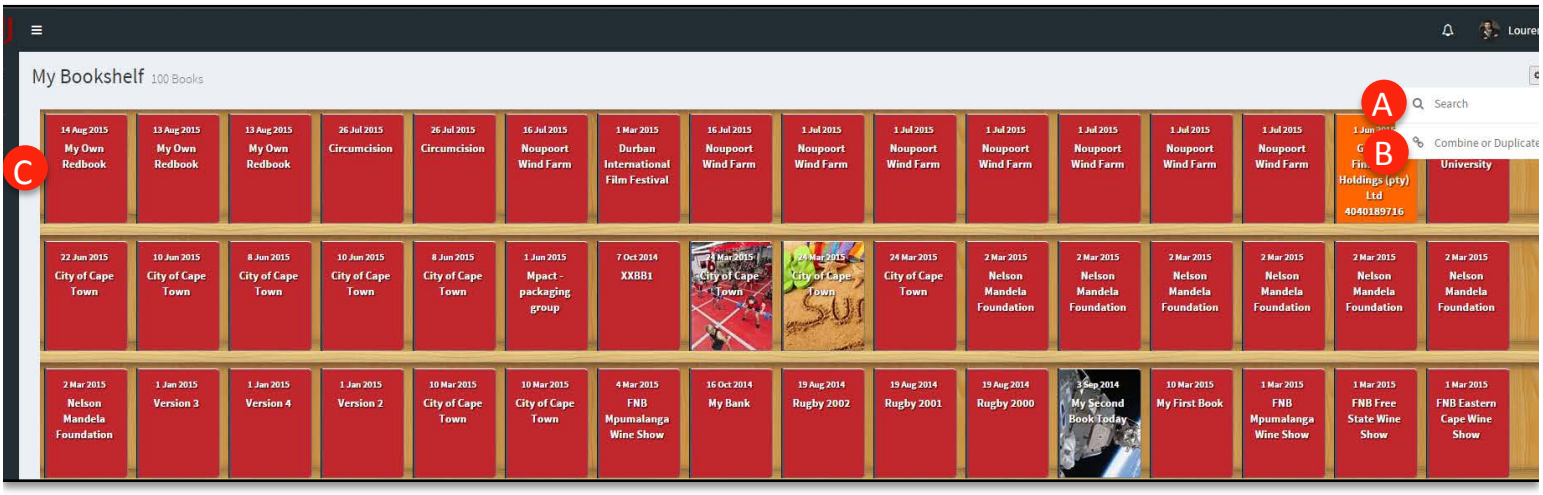
B First time users, click on Forgot Password to obtain access.



3.1 Bookshelf

All your RedBooks are displayed here. The book shelf automatically updates as new RedBooks are electronically delivered.

Modified books will be displayed with their customised front covers.

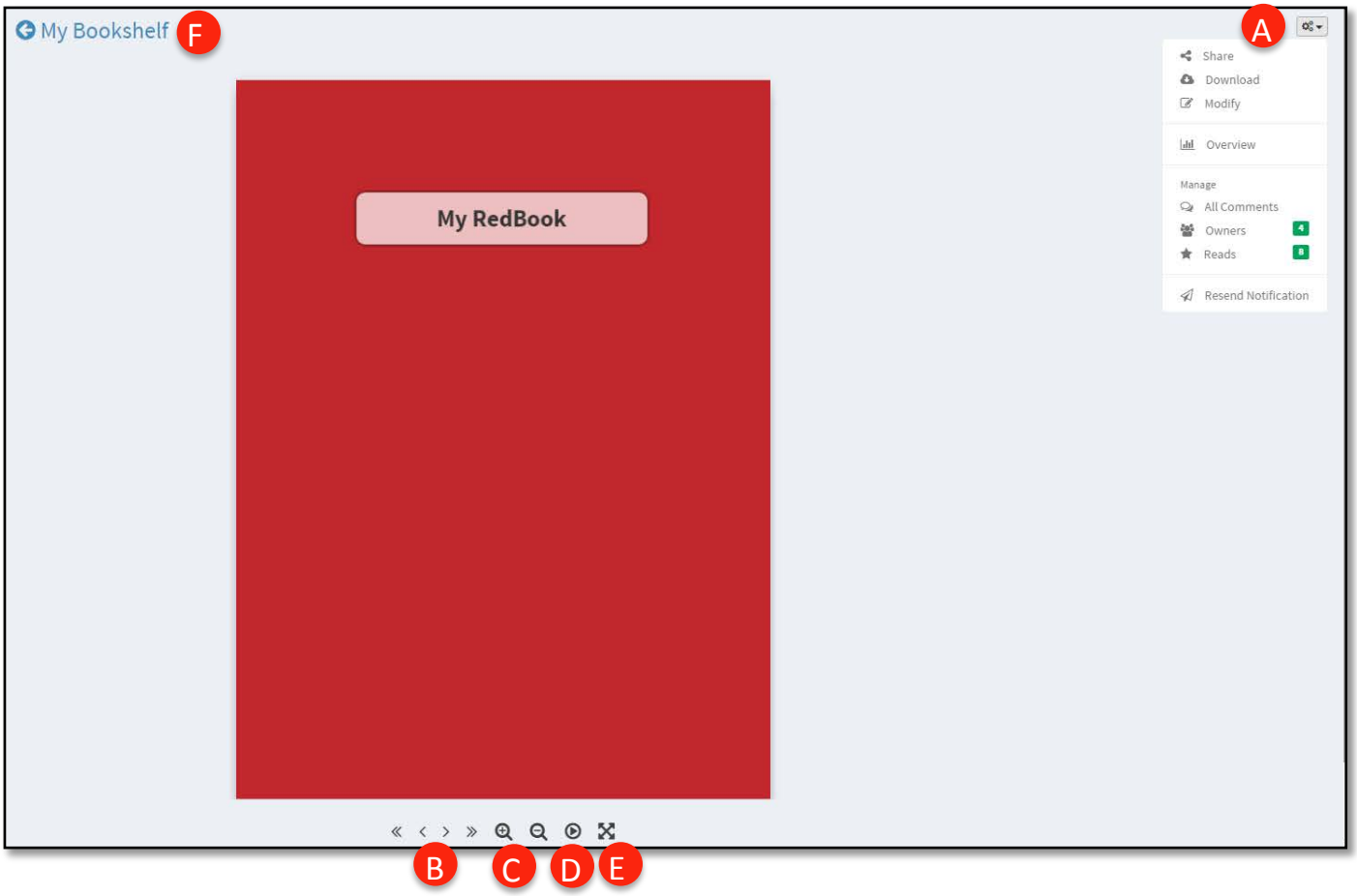


A Click on the Search tab in the drop down navigation menu to find a specific book by searching for the book title and Read.

B Click on the Combine or Duplicate tab in the drop down navigation menu, select books from the shelf to either combine or duplicate.

C To view a book, select it from the bookshelf.

3.2 Book Screen



A Click on the drop down navigation menu to:

- Share
- Download
- Modify
- View Overview
- Manage Comments
- View Owners
- View Reads
- Resend Notification

B Click the arrows to flip the pages of the book manually.

C Zoom in and out.

D The play button will page the book automatically every 5 seconds, until the stop button is clicked.

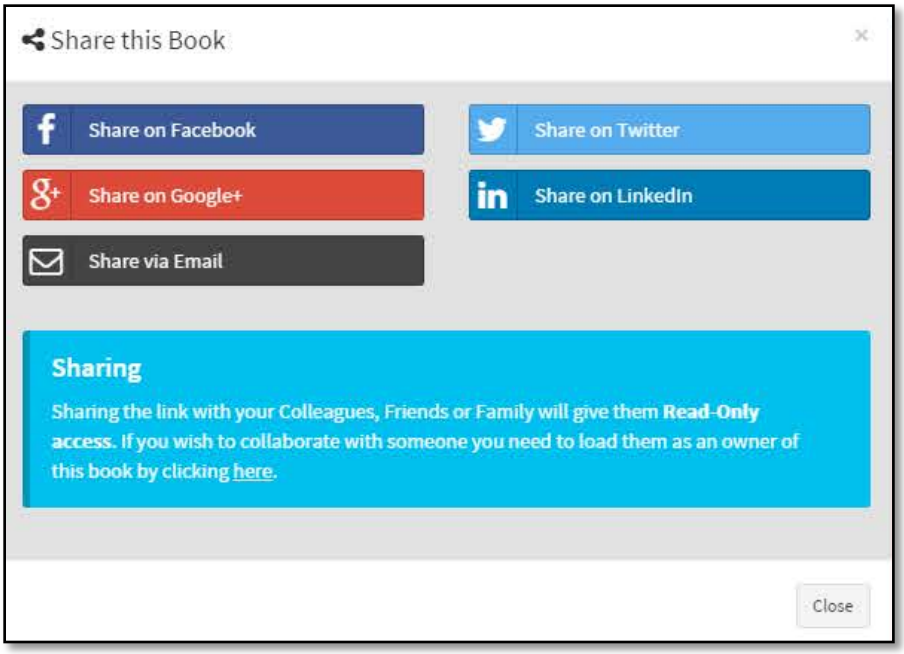
E View the book in full screen mode.

F Click here to go back to your bookshelf.

3.2.1 Sharing your RedBook

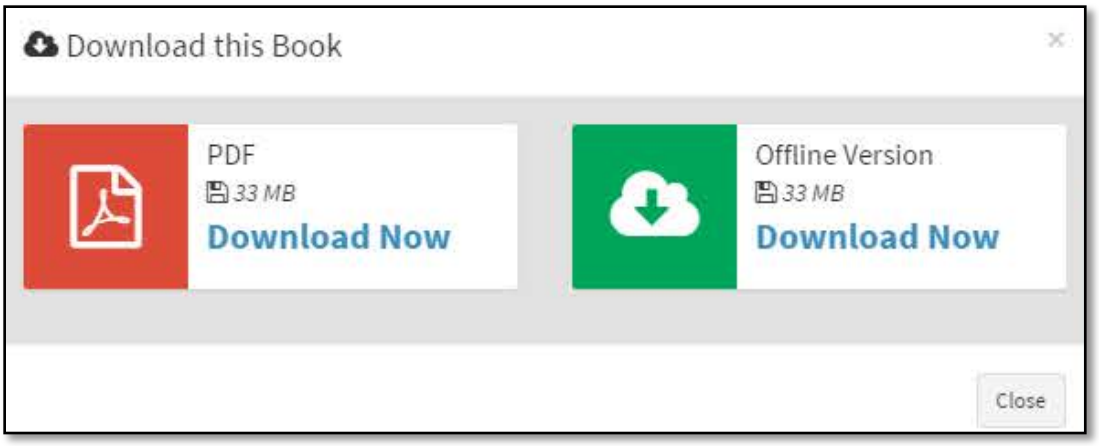
Select the 'Share' button on the drop down navigation to share your RedBook on Facebook, Twitter, Google+, LinkedIn or Email.

Kindly note, online viewing is dependent upon Wi-Fi speed and internet connection.



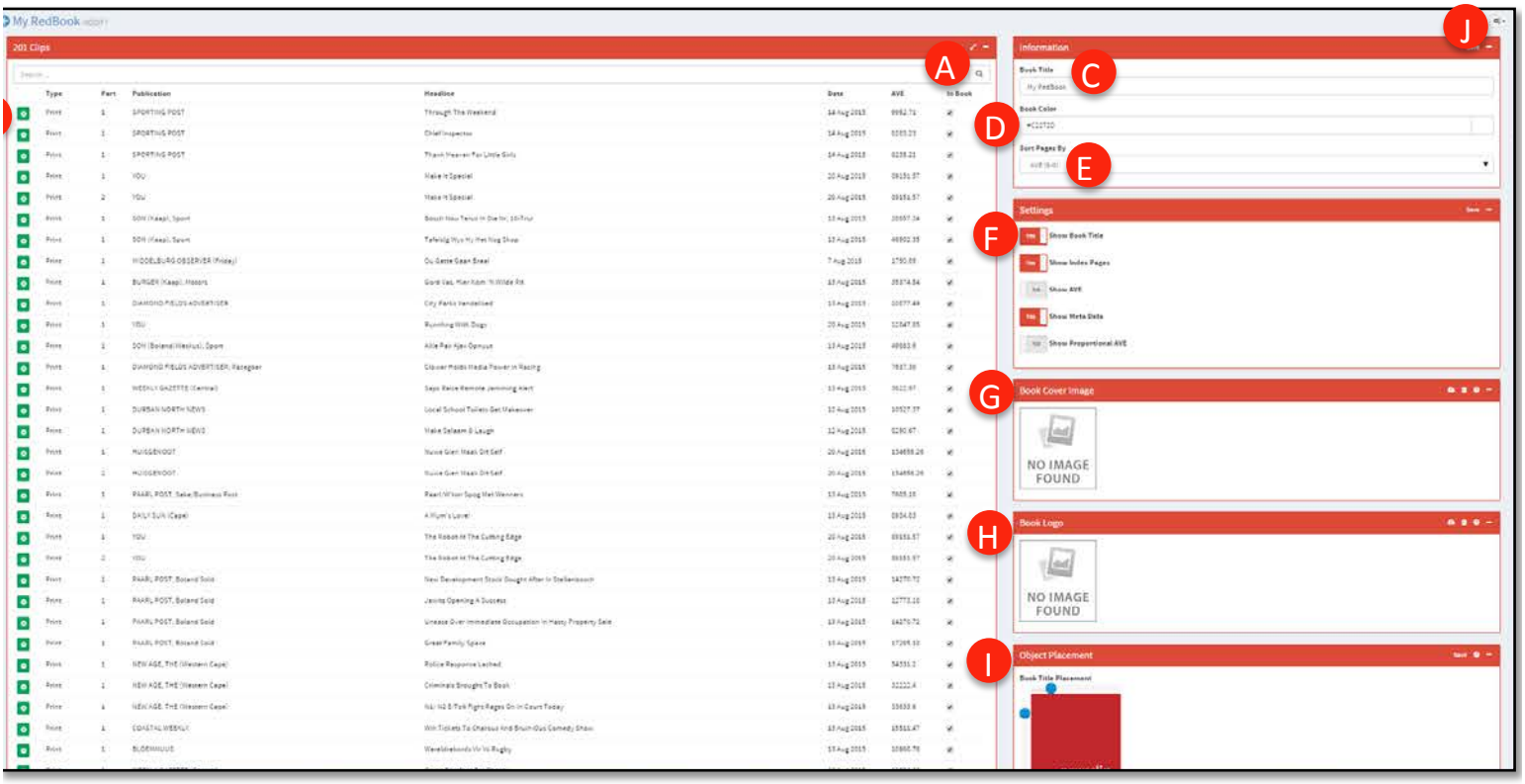
3.2.2 Downloading your RedBook

Select the ‘Download’ button on the drop down navigation menu to download the RedBook as a PDF or offline version.



3.2.3 Modifying your RedBook

Select the ‘Modify’ button on the drop down navigation menu to personalise your RedBook.



A Search for clips. Deselect the checkbox by each clip to exclude it from the book.

B Click on the green gear button to view the clip and clip details.

C Change the book title.

D Change the book colour by using the colour picker or entering your own colour code.

E Sort the clips according to Publication Date, AVE or Headline.

F Settings: Show/Hide the Book Title.
Show/ hide the index page
Show/Hide the AVE.
Show/Hide the Meta Data.
Show/Hide the Proportional AVE.

G Upload a custom front cover and save.

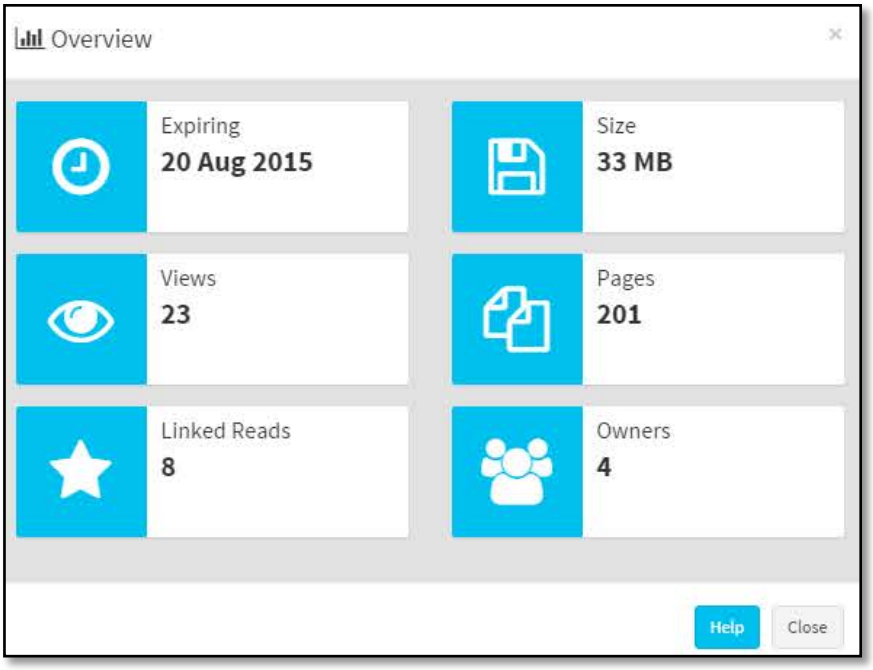
H Upload a logo and save.

I Object placement – position cover images as per your requirements.

J Delete Book.
Note: If the modified book is deleted it is permanently removed. To ensure you have the original book, make a duplicate before modifying.

3.2.4 Overview

Select the 'Overview' button on the drop down navigation menu to see when your RedBook will expire, the number of views the book has received, number of reads linked to/ in the book, the size of the book, number of pages and the owners.



3.2.5 Manage Comments

Select the ‘All Comments’ button on the drop down navigation menu to manage and view all captured comments.

A The articles commented on are listed here.

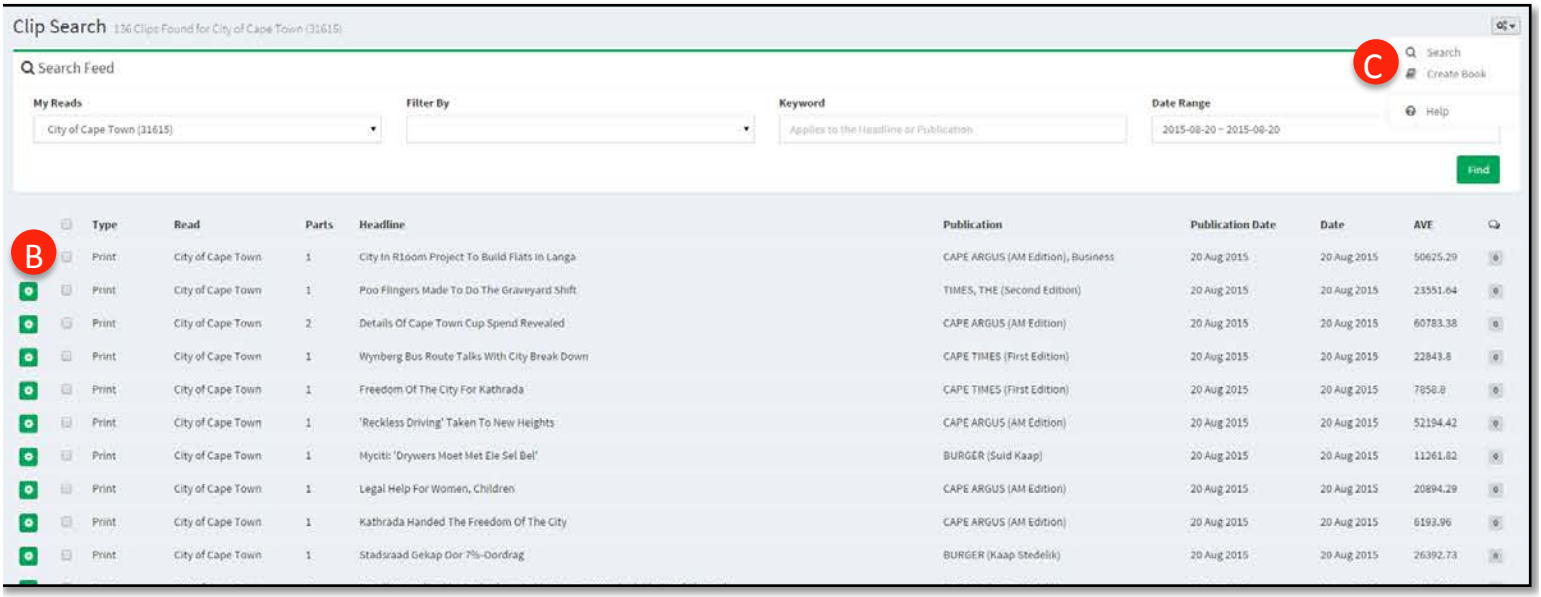
B The number of comments made is also indicated.

C To review, add or delete comments, click on the green gear icon to be directed to the Comments tab.

4. Clip Search

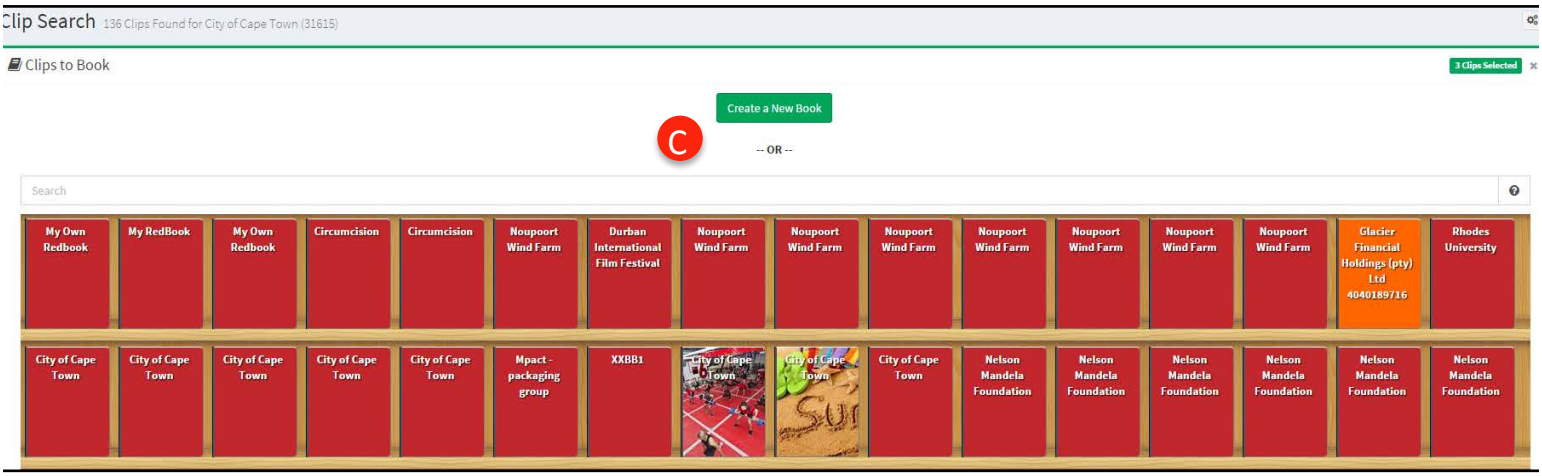
Quickly search for specific print, broadcast or online clips from all your media coverage.

A Click on the magnifying glass icon to open the Clip Search page.



B Select clips by ticking the checkbox alongside them.

C Click on ‘Create Book’ in the drop down navigation menu to create a new RedBook with selected clips or add the clips to an existing book.



5. Help

A The help section includes video tutorials and a 'What's New' page informing users of the latest updates and features.

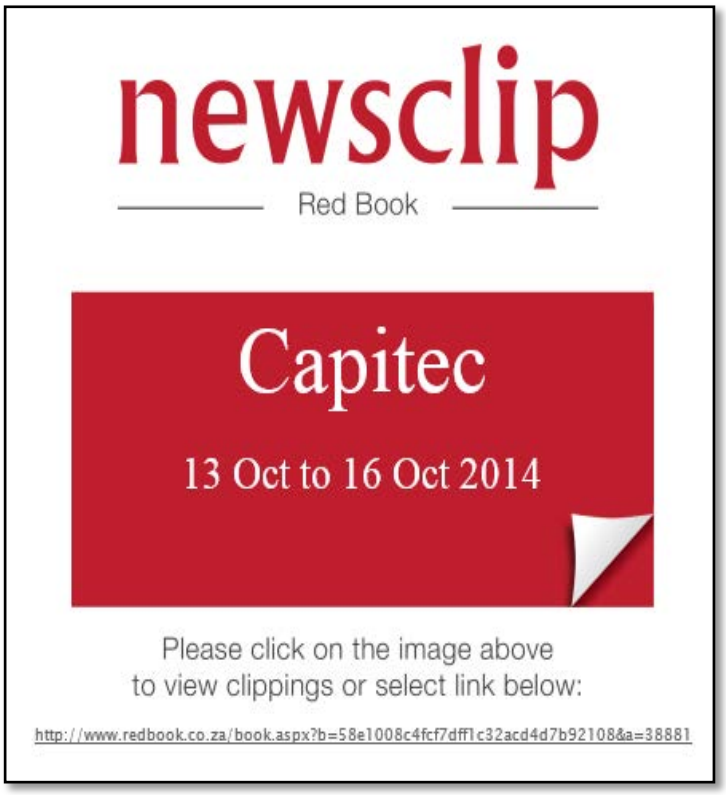
6. Printing

To print the full RedBook, download it as a PDF and print the PDF.

A Alternately, to print a single article, right click on the image and select “Print”

7. Email Notifications

Users will receive a delivery email for every new RedBook that is received.



8. Data Clean-up

A reminder to view your book will be sent.

The expiry notification will be sent via email prior to deleting. Books not viewed will be deleted after one month i.e. books with a zero view count

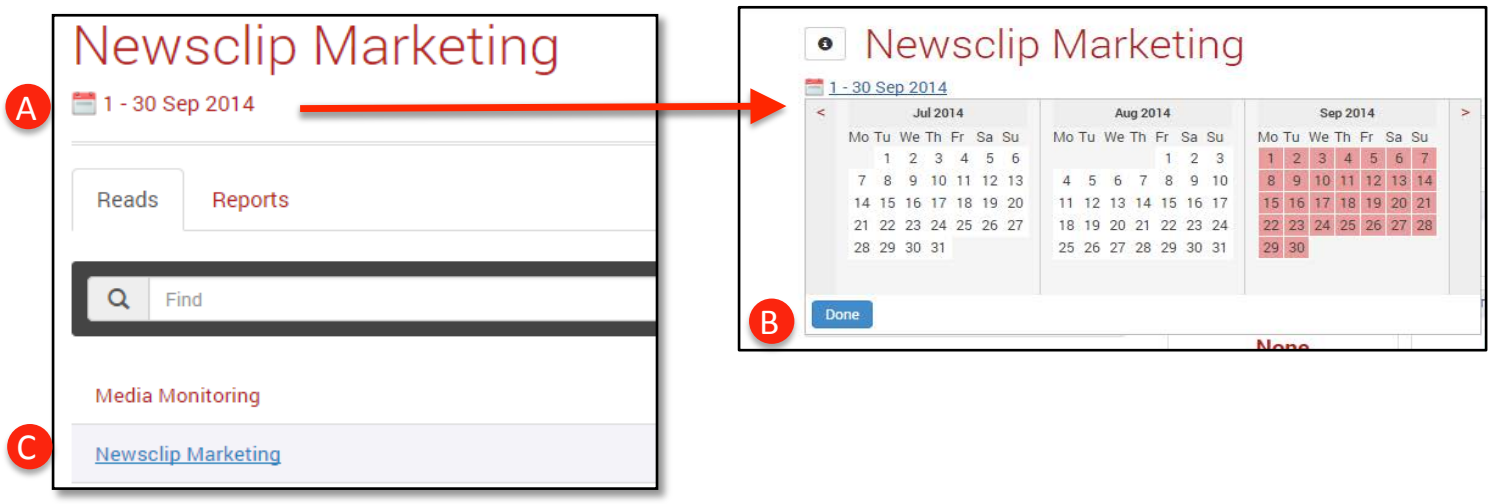
9. Generating a RedBook from Gate5

Create a Brag Book from the Gate 5 website by selecting your own date range.

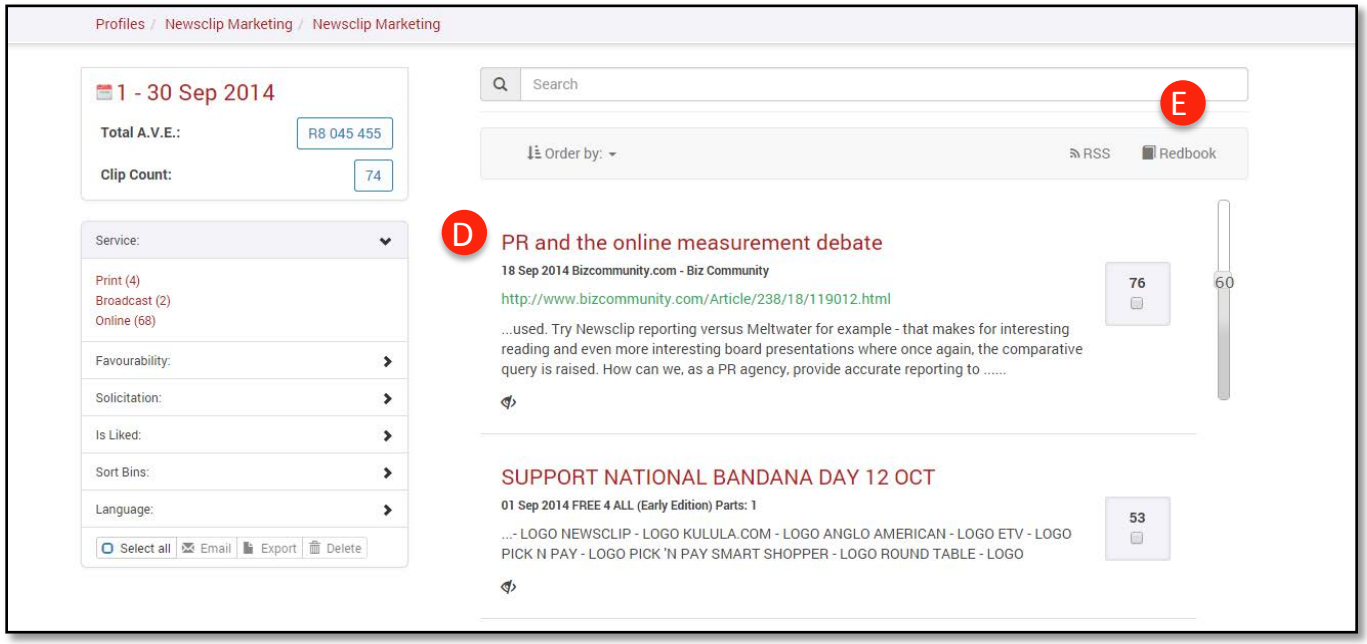
A Once logged onto Gate5, select the required date range for your Brag Book.

B Click on done.

C Select the read that is active for Digital Redbook.



D All the clips allocated for your selected time period will be listed and included in your RedBook. On the RedBook portal you can choose to include or exclude certain articles.

E Click the RedBook button to generate. Once generated, the RedBook is ready for viewing in the RedBook portal.

- The RedBook you created is automatically saved on your Bookshelf.
- You will also receive an email notification containing the link to this specific RedBook.