

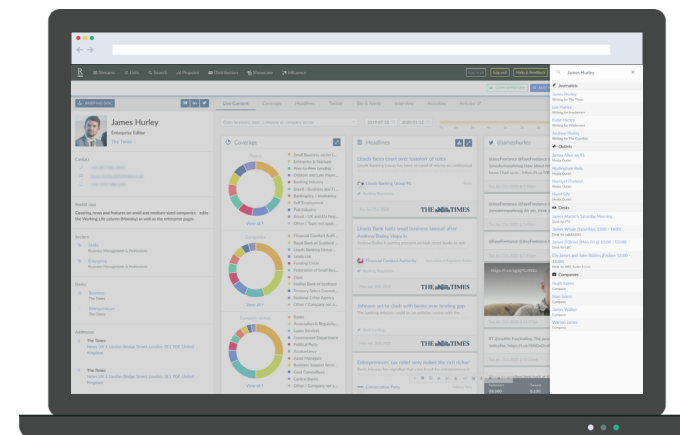
Delve deeper into Journalist Profiles with a new, sleeker look

Our updated Journalist Profiles make it easier for you to gather more relevant information about a journalist's work. View Live Content in a single tab, or search for specific keywords across various profile sections.

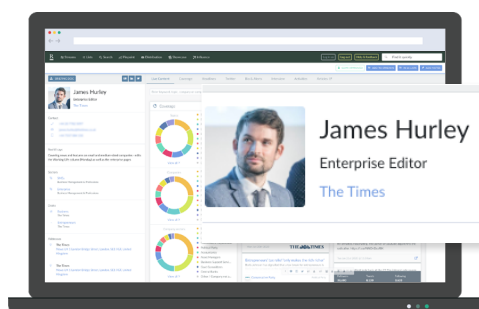
Find a Journalist

- To access a journalist's profile, you must first search for them.
- You can use Find It Quickly if you know the name of the journalist you'd like to find, or use our Search function to find new journalists relevant to you.

Note: Please see our [4 Ways To Search](#) guide for guidance on Roxhill's Search function.



Journalist Information



- On every Journalist Profile, you will find a static column on the left side of your screen.
- Here you will see the journalist's name, current position and place of work.
- You'll also find their contact information, what sectors they write in, their business desks and business address.

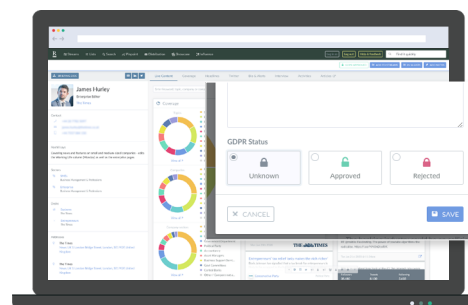
Quick Buttons

Download a pre-made briefing document with the journalist's information by pressing [BRIEFING DOC](#).

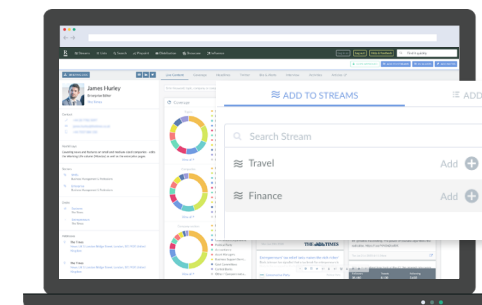
The buttons on the top right-hand side of the column will take you to the journalist's official social media pages.

- [V-Card](#)
- [LinkedIn](#)
- [Twitter](#)
- [Instagram](#)

Top Tips

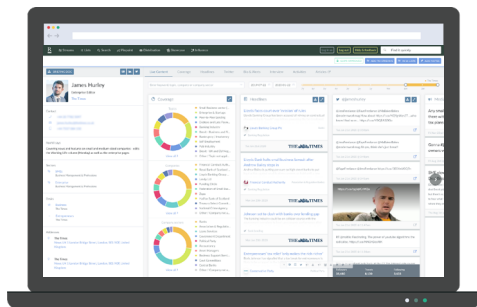


- From the Journalist Profile, you can set the known GDPR status of that journalist using the [GDPR UNKNOWN](#) button.
- For more information on how this works, please see our [GDPR User Guide](#).

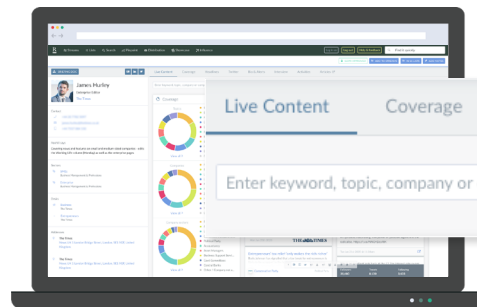


- Receive alerts of a journalist's activity by adding them to your Streams using [ADD TO STREAMS](#).
- Add a journalist to mailing lists by clicking [ADD TO LISTS](#).
- You can also click [ADD NOTES](#) to make note of any important information. This will only be visible to you and your colleagues.

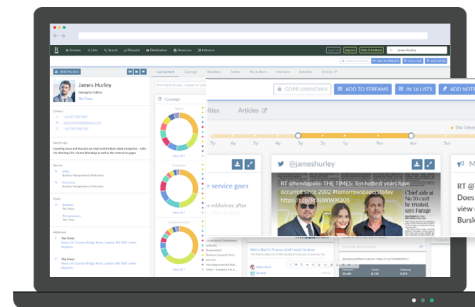
Live Content



- In this new version of Journalist Profiles, you can scroll through all the available content in one main content panel.
- You can scroll left and right on your trackpad to see the full-length of this screen, click the < and > arrows, or use the horizontal scroll bar to navigate.



- Live content will differ from journalist to journalist, depending on the frequency with which they use each platform.
- You can search within the Live Content for specific keywords, topics, companies or sectors using the search bar.



- Set a specific timeframe for your search by choosing start and end dates.
- You can also use the timeline to search. It displays several colours that represent the time that journalist spent writing for a publication.

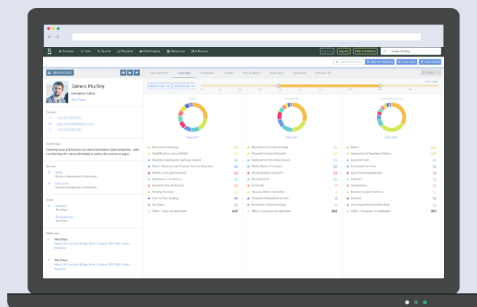
Colleagues & Peers



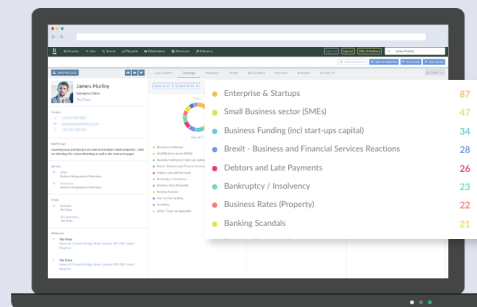
Unique to Roxhill, you are now able to view a journalist's Colleagues and Peers from within their profile.

Not only can you see direct colleagues working for the same publication at a glance, but Roxhill will also suggest similar journalists you may be interested in, based on their title and topic / sector coverage.

Coverage

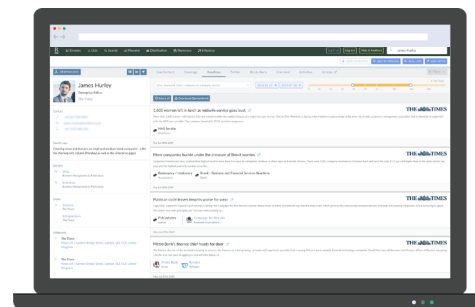


- In the coverage tab, you can once again set a specific timeframe for your results.
- You will see up to 3 coverage wheels on your screen. These outline the Topics, Companies and Company Sectors that journalist has written about.



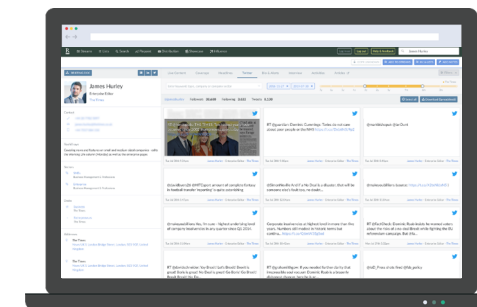
- Beneath each wheel, there is a list of which topics, companies and company sectors have been covered.
- You can click into each listed topic, company and company sector. This will bring up a list of the relevant articles tagged.

Headlines



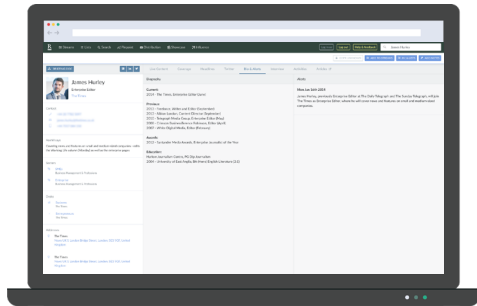
- Here you can browse that journalist's recent headlines.
- You can search by keyword, company or company sector, and set a specific timeframe for your results.
- Use the [Download \(Spreadsheet\)](#) button to quickly download a spreadsheet of all the results within your search parameters.

Twitter



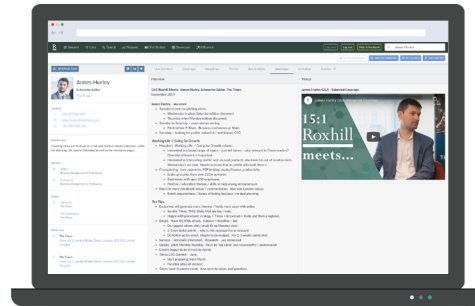
- View a journalist's recent tweets with the Twitter tab.
- Use the same search features to narrow down your search.
- From here, you can also download a spreadsheet with the results within your search parameters.

Bio & Alerts



- The classic journalist biography can be found in the Bio & Alerts tab.
- This will show you details of the journalist's current position, previous roles, awards and education.
- You will also see a list of recent alerts pertaining to that journalist.

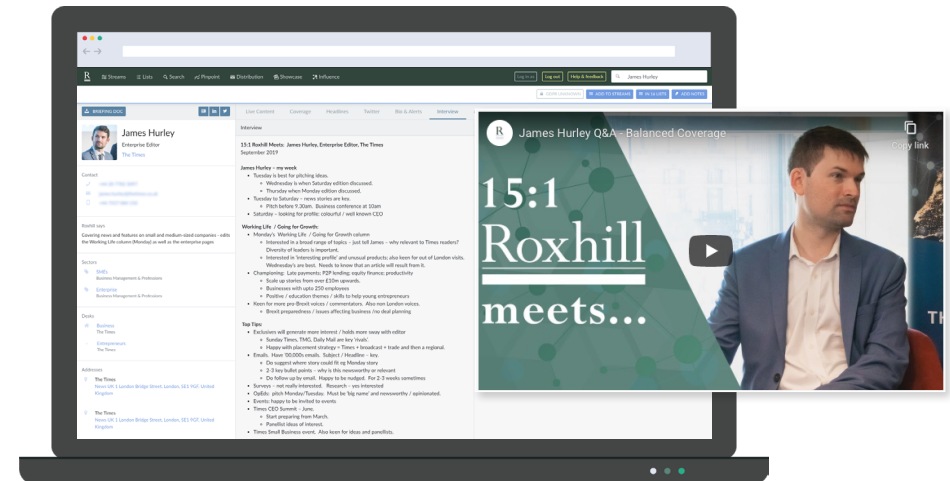
Interview



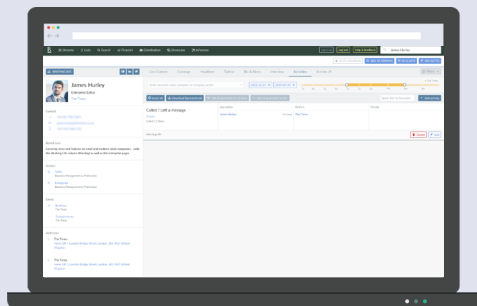
- The Interview tab is new and exclusive to Roxhill. Following our 15:1 events in which we host journalists to help them build meaningful connections with PRs.
- These Top Tips come directly from the journalist and are targeted specifically towards helping PRs pitch successfully and secure coverage more easily.

Videos

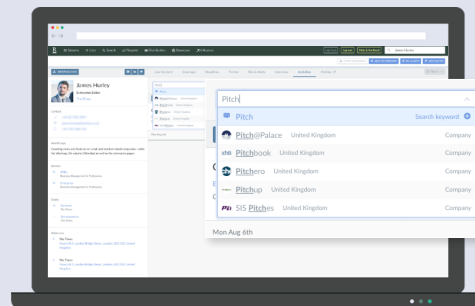
- Watch clips from the 15:1 events to gain exclusive insights from journalists.



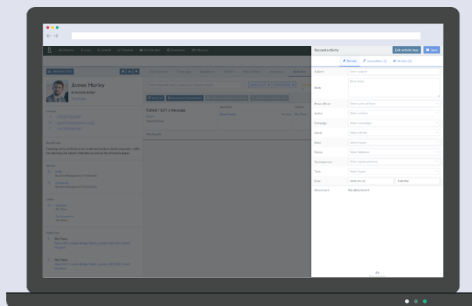
Activities



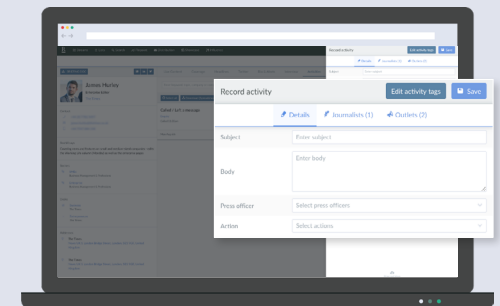
- This section of the Journalist Profile is private to you and your colleagues.
- Make notes of attempts to contact, meetings and follow-ups.



- Should there be notes made previously by other colleagues, you can search through these using keywords and date parameters.
- You can also use Quick Find to search by keyword.



- To add a new activity, click **+ Add activity**
- A sidebar will open up on the left side of your screen. Fill out as many fields as is relevant.



- In the event of needing to make notes from a group discussion, you can add journalists and outlets to your activity under the Journalists and Outlets tabs.
- Should you need a log of your activities for reporting purposes, you can download a spreadsheet of your activities with the **Download (Spreadsheet)** button.