

HELP MENU FOR KEYWORD COMPILER

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About Keyword Compiler™

The Keyword Creator™ suite of productivity software is a shareware to facilitate the selection of words or metadata to be associated with photos, video and music for searching and finding that content in a database. It enables you to select words from conceptual categories in one of several languages, then automatically translates the chosen words into the other languages so that content can be searched by international users. Languages supported in version 4.x are English, French, German, Italian, Spanish and Portuguese.

The keywording process is a major obstacle to preparing content for online searches. Our goal is to create a global, open source standard that will expand and evolve with user participation. WE REQUEST YOUR HELP to expand this useful tool to include automatic translations in ALL major one-bit, Western languages.

All design, scripts, code, text and translations are the copyrighted property of Stock Media™ Corporation. All users are authorized to use Keyword Compiler™ and Keyword Source™ for free. It may not be sold, decompiled or incorporated into other products. All users are authorized to copy and use words and translations contained in Keyword Source™ for all purposes, including commercial, provided that credit is given to StockMedia.net for any word lists used in a substantially whole form. Users are further authorized (and encouraged) to export aggregated translations of variable keyword combinations to be used as metadata for content searches, including for commercial use. All other rights are reserved.

The Keyword Creator™ suite includes two shareware, Keyword Compiler™ and Keyword Source™. It includes password protected functionality that is only available to contracted licensees of the Stock Media™ digital licensing platform.

Keyword Creator™ templates are created with and powered by FileMaker Pro™ for Windows and Mac OS from FileMaker, Inc., a database software subsidiary of Apple Computer, Inc.. FileMaker reserves several rights to their database engine.

Limited Liability

Stock Media Corporation, Randy Taylor, StockMedia.net and their assigns are not responsible for any inaccuracy or failure of any part of the Keyword Creator™ software suite, nor for any damages that may result from the use of this database for any reason. All users agree as a condition of use to indemnify and hold harmless Stock Media

Corporation, Randy Taylor, StockMedia.net and their assigns from any and all claims relating to use of the Keyword Creator™ suite of software, in whole or in part, including without limitation all attorneys fees, damages and expenses relating to the defense or prosecution of any and all claims.

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All-In-One

Overview: This newest option pulls together all the fields of Keyword Compiler into one single layout. Use the help files of the traditional version to learn about specific functions.

What's new in All-In-One:

- Section 5, Exact Age - Track the exact age of models used in a photo shoot, often needed for advertising use.
- Section 6, Model Age Range - Also a legal issue, used to make sure minors are not published illegally for advertising for certain products, such as tobacco and alcohol.
- Section 9, Speed Groupings - The KeywordsGroupings module enables you to build a custom list of words (separated by comma space, as required) that can be entered based on a single identifier for the group. In this way, you can rapidly enter lots of words for commonly used subjects.
- Section 11, Synonyms List - With each word that is entered, there is not a list of the synonyms associated with that word (those that would be automatically entered by Keyword Compiler). So, you can opt to add synonyms one by one rather than adding them all and removing any that might be inappropriate for this one image.

BULK / add comment to records (pink sub tab 4)

Overview: As you import sets of images and work on them, you will need to label them in such a way to make it convenient to find those "found sets" later. Adding a comment to the Comments field of all records in the current found set is a great way to do that. At the same time, you can add a caption (or part of a caption) to all the records also. Very powerful.

- Step - Enter a phrase into the "Enter Caption To Add" box. Click on "**Add To Captions**" button to initiate the action of adding that phrase into the caption field of ALL the records of the current found set of records. (It will not replace an existing caption, but add to it.)

Additional Insights: This is an excellent tool for bulk application of captions. For example, if you have a large set of content on one subject, ie, Super Bowl coverage, you can add a core caption of all records before refining each one.

- Step - Enter a phrase into the "Enter Comment To Add" box. Click the rectangular "**Add To Comments**" button to initiate the action of adding that phrase into the comments field of all the records of the current found set of records.

Additional Insights: It is a good idea to label groupings of content completed at various phases by adding words to comments that can later be searched to retrieve a group. For example: Add "Automated Keyword set 1 (Date 2001)" to the comments field to easily find that set later.

scripted actions

Near the top of the page are several underlined word sequences. Each triggers a scripted action to perform automated tasks as follows:

- Find - Initiates the process to find records in order to limit the found set for export, alteration or export.
- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)
- View List In Keywording Section - View the current found set in list view of the Keyword section.

BULK / corrections & changes (pink sub tab 5)

Overview: You'll love this one. Another tremendously powerful function. Use this function to change any word or phrase. Correct misspellings or grammar all at once with one action. Or, change words as meanings clarify over time.

- Step - Enter a word or phrase into the "Enter Word To Find And Remove" box. Then, enter the replacement word or phrase in the box labeled "Enter Replacement Word".

Tip: You are looking for an exact match. It can be very helpful to include punctuation. For example, include the period at the end of the sentence. This helps to refine the target that you will replace. Remember, if a word appears twice in a caption, it will replace them both.

- Step - Choose the function section to find and replace. Click on the yellow down arrow button to initiate the action of replacing that phrase in that section of ALL the records of the current found set of records. Choose from "Replace In Proper Names", "Replace In Synonyms", "Replace In Keywords", or "Replace In English Final".

Remember to spell correctly!

scripted actions

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BULK / find (pink sub tab 1)

Overview: Use this screen to find records by automatically searching the many fields of key function areas. This is a huge time saver since, for example, the synonyms area has 150 fields. Normally, you would need to search all of them. Here, enter once and search them all.

- Enter the exact search parameter as a partial word, whole word or phrase in the space titled "Enter Word To Find". To find an exact match, enter an equals sign ("=") in front of the word or phrase to search for.

- Chose the section to be searched by clicking on one of the rectangular red buttons (Search Caption, Search Keywords, Search Comments, Search Synonyms, Search Proper Names).

Note that native Filemaker menu commands have additional, powerful search options, such as the ability to further refine a found set of records by selecting "Constrain Found Set" from the Requests pull down menu at the top of the page when in the Find mode for a second request. This function may not work in conjunction with the scripted actions of Keyword Compiler. Instead, use it in the usual find screen to constrain a found set further.

After using this find mode or the find button on every page to find a set of records to work on - Once you are happy with the found set - Then, click on the "multiply" sub tab under the "BULK" main tab.

scripted actions

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- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)

Tip: For licensees to effectively use the automate keywording functions, you must first master the Find process to accurately limit the records in the current found set to only those to which you want to add words.

BULK / multiply list to all records (pink sub tab 2)

Overview: This is the most powerful (and dangerous) function of Keyword Compiler. This automated keywording function enables you to capture the existing keywords of any one record and add them to ALL the records of the current found set. *Warning:* If applied incorrectly, it could take many hours to undo it.

You will note two tables, each containing twenty keyword fields. The first table on the top, named "Current Record", shows the keywords of the current record. The second table on the bottom will contain the master keyword set you wish to add to all records in the found set. However, for the time being, we will need to focus on the first and top most "Current Record" table. Using the "up" and "down" arrows in the main navigation menu you can scroll through the records until you find the record you wish to use as the master. You may also add additional words to the record you have chosen as the master.

- Step - The first step is to establish the master set of keywords that will apply to all records in the current found set. It is recommended that you create a new record by duplicating one, and label it clearly as a master list in the caption and comments field. Alter this list until you have the exact list of words to add to batches of records. This is ideal for photographers who shoot repetitive subjects. Create a master list for each core subject. The current record displays in the top, white list area of sub tab 2.

Note: You can alter the existing record by adding words or removing words in the keywording screens, the returning to the Bulk section. Click on words in the current record to remove them. Add a word in the "enter a word to add" box. Refine your list before proceeding.

- Step - When satisfied with the core words of the current record, click the yellow arrow in the box that says "**Copy Current Record To Master List**" to copy these words into the Master List in the pink boxes. You may want to spell check the record before adding these words to all records.

- Step - Are you still happy with the found set? If so, After you have selected the desired record as your master, you will need to click the second golden arrow in the box "**Add Master List To All Records**" *Clicking here will ADD all words in the master list into all records of the current found set. (Note: Only as many words will be added to each record as there are keyword spaces available to receive them.)*

Warning: The automated Keywording process only adds words to a record if sufficient spaces are available. If there are more words in the "Words To Multiply" table than spaces available in the records to which you are adding words, then the excess words will not be added. It is recommended that you first add a basic set of words to the desired records using Automate Keywording, then adjust individually.

scripted actions

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- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)
- Remove All Words From Master Set - Remove the keywords assigned to the master set.

Tip: For licensees to effectively use the automate keywording functions, you must first master the Find process to accurately limit the records in the current found set to only those to which you want to add words.

**BULK / preview similar records
(pink sub tab 3)**

Overview: This is an area to work on grouping “similar” images by concept. It is not yet complete. But, you can play with it if you like. Remember that you are working in your live records. Changes affect your records.

How to Use Instructions

1. Click on the pull down menu above that usually says "Choose A Category". Select from the list and release the mouse button. For example, release the mouse on "Instructions - Navigation" to learn how to navigate in Keyword Compiler.

Important Rules

1. **NEVER USE PARAGRAPH RETURNS!!!!** Not in the caption. Not anywhere. Each record is separated by a paragraph return. Putting one inside a record breaks the metadata in half which will cause significant problems.

2. **Do NOT put a space (" ") in front of or behind any word or phrase.** However, you can place a space in-between two words of a phrase or Proper Name, as in "Mike Smith".

3. **Do NOT put a comma (" , ") in any keyword field or Proper Name field (i.e., "Hollywood, California").** The comma will separate the text sequence into two different words instead of finding it as a complete phrase. However, you may use a comma in the Caption field.

Tip: In General, the instructions frequently refer to "All" records. This means all the records of the current found set which may or may not actually be all the records in the database.

Credits

The Keyword Creator™ suite contains Keyword Source™ which is a database of key words, designed and implemented by Randy Taylor, Evan Frohlich and Dagmar Fabricius of Stock Media Corporation. This template is created with and powered by FileMaker Pro™ for Windows and Mac OS from FileMaker, Inc., a software subsidiary of Apple Computer, Inc..

We invite and encourage users to add and update words in any one-bit language by emailing suggestions to info@keywordcompiler.com or info@stockmedia.net. Words will be manually verified, then added to the database for the benefit of all users.

We thank all participants for evolving this valuable resource for creative communities. To date, contributors and sources of words include the following:

Dagmar Fabricius, Evan Frohlich, Omega International, Jim & Cheryl Pickerell, Randy Taylor, Deborah Free, The Stock Connection, and Systran Internet Translation Technologies

Easy Steps (1, 2, 3)

Overview: This is the simple form and should be easy enough for most people to use it. Simply follow the instructions on the screen next to each field. There are three screens to enter data, one to find the data records, and one to export the work done.

- enter data / all fields - Start at the top and work your way down, paying attention to the blue notes to the right.
- enter data / list proper names - This view offers the advantage of listing the records in the found set. Use it to enter captions, special words and phrases that are not already in the thesaurus, and for releases.
- enter data / keywords - This is where you enter keywords, also in a list view.
- find records - Use the find function to locate sets of records to work on.
- export - Finally, export allows you to transfer groupings of data to backup and other software or services, or to import data back in.

Tip: Follow the prompts in blue on the screen.

Instructions To Find Records

Overview: The Find process helps you to control which records you are working on or have worked on or want to export.

1. To Find

- From most any screen, click on the "Find" action script. This will take you to the "FindMode" screen which contains the same fields as the various METADATA screens. All of these fields are now searchable.
- You can enter a query into one of these fields or into multiple fields to create a more specific search result. Entering criteria into multiple fields is similar to using the Boolean logic "AND". You thus are seeking the intersection or combination of records that contain the word in the first fields AND those records that also contain the record in the second field within the same record.
- Once you are satisfied with the search parameters you have entered, click the "Find" button or simply hit the "return" or "enter" key on your keyboard.
- If at anytime you would like to leave the Find screen, you can do so by clicking the red "Abort" button.
- You can also quickly switch from a limited found set to viewing all the records in the database by clicking the green "Find All" button.

Tip: The bottom section name "Searchable Tags" is ideal for locating specific records that you have previously marked. You can search for a modification date when you know you last changed something. Or, search for your own comments in the "Comments" field. For example, you may have added a CD number or editor's name or batch label into this field while keywording. You can search by those criteria, and more.

2. The Found Set

- If one or more records match the search criteria entered, you have now created a "found set" of records. This found could contain all records, one record or some quantity in between. You will notice that you are no longer in the "Find" screen, that you have now entered the "Find Results" screen.
- In the "Find Results" page, you will see a list of the records currently in the new found set. You can see the detail view for any of these records by simply clicking on row that contains the record you would like to examine. This will take you back to the "Content Info" screen of the record on which you clicked.
- It is important to note that once you have created a found set you will not be able to view records outside of this set until another find is performed which includes those records. Automated actions will only effect the records of the found set.

Warning: You cannot save or return to a found set unless you remember the exact search criteria and enter it again in a new search process.

Import Thumbnails

TempPhotoHolder

- open "TempPhotoHolder" and click on "Import Thumbnails", you will be prompted to find the folder with the image

- **Warning** please understand that low-res images should be imported and only as a reference, since KC will slow down with hi-res images

- After Import click on "Add Name to Keyword Compiler" you will be prompted to choose between adding all records or just one. If the record is not already there it will add records

**KEYWORD / export/import
(yellow sub tab 5)**

Overview: Export enables you to move your keywords and caption information to other programs or to submit them to StockMedia.net or other online search portals and stock photo agencies.

Tip: Centralize and store your keywording per image. Add it to the IPTC/File Info of each image you submit. Export in bulk to distribution channels that accept bulk submissions.

- Select the command to perform from the gold colored pull down menu near the center of your screen where it says "Select Export/Import Sequence". Options include:

Export Found Set of MetaData To Stock Media - Exports all fields of all the records in the CURRENT FOUND SET of records into a Filemaker Pro file named "Export_To_Stock_Media".

Customized Export - Exports all records of the current found set while allowing the user to specify the fields and the file type to be exported. This complete control is useful for exporting data to other databases, agencies and web services.

Export Date Range Last Modified - Exports certain records as a Filemaker Pro file, based on the date entered in the "Starting Date For Export Range" field. The date range of records automatically found will be from the starting date to today's date.

Create Full BackUp - Exports all fields from all records to make a back up of all data in the database.

Import From Older Version Of Keyword Compiler - Sooner or later, you will want to migrate your existing (and growing) database of keywording into a newer version of Keyword Compiler. Find all records in the old version. Open the new version, and run this script.

Import Images - This will open "TempPhotoHolder" where you will follow the instructions there for importing images to keyword.

- Date - Enter a starting date for the export range if you will be using the "Export Date Range last Modified" script.

- Initiate - Click on the "Export/Import" button to initiate the action.

Tip: We recommend that you export your records as a FileMaker Pro file even though a purchased copy of FileMaker Pro is required to open them. The first record of the export will then become the field titles for easy import mapping that can be automated in the receiving template. And, data will consistently import correctly to the expected field.

Warning: Customized export is only recommended for advanced FileMaker Pro users because of subtleties in the process that affect results. For example, if some fields contain no data and are exported as a tab delimited ASCII file, the data will likely be "misaligned" when importing back into Keyword Compiler or another program or destination database, giving erroneous results.

KEYWORD / keywording (yellow sub tab 2)

Overview: This is the main screen, where you really do the keywording. New in version 4 are two alternatives - the "All In One" screen and the "Easy Step" screens. Sub tab "add words" helps build keywords from a list of primary words. Use lists of suggestions or keyword directly.

- Category List - Select a category from the pull down menu that says "Choose A Category". This fills the box below it with a scrolling list of words related to that category. (Note: After clicking on a word, it will move to the top of the box, displaying the maximum of words not yet considered that appear below the word that was clicked.)
- Grammatical Indicator - Whether those words are adjectives, nouns, present participles or verbs is indicated in **red** just below the category menu to help you determine the correct usage of the words in the list.
- Primary Word Lists - Simply click on a word in the left box section to add each word to the list on the right. Change categories and add more words. There are a maximum of 20 primary keywords allowed, more than enough because of the built-in thesaurus. (The thesaurus will add up to 150 synonyms, up to about seven for every keyword in this list.)
- Word Finder - If you cannot find a desired word in the Category List, simply enter that word in the box with a green outline. Then click the golden "Add To Words" button. If the word is a root word that exists in the system, that word is directly added to the keywording list. If the word is a synonym in the system, clicking the "Add To Words" button will add the root word for that synonym to the list for this record. If the word does not exist in the platform, it will be suggested to add it to the Proper Names screen which is the only area where you can manually add words to be included.

Tip: To remove words from the selected set of keywords for this record, click on any word in the "Click Words To Remove" section on the right side to delete those words from the list of keywords for this content. Adding more words later fill in the blanks.

Tip: Viewing Images - You have the option to import small images to help you keyword. However, as important as it is to always look at the content when keywording, it is most efficient time-wise to look at images on a light box that is next to the computer rather than

onscreen. Also be aware that importing images can rapidly swell the file size of the database, making it difficult to email, back up or share. See the "TempPhotoHolder" module for importing images.

- **Keyword Bypass** - If you've licensed the entire Keywording and Workflow suite, then you might sometimes want to bypass the keywording process and use an original set of keywords that was imported from File Info or elsewhere. This field contains the original keywords and has a toggle switch to enable bypassing KC to include these original words. Leave setting at "use Compiler" unless there are words in this field.

scripted actions

Near the top of the page are several underlined word sequences. Each triggers a scripted action to perform automated tasks as follows:

- **Find** - Initiates the process to find records in order to limit the found set for export, alteration or export.
- **Find All** - The quickest way to return to the entire set of records, not just the limited found set.
- **Print** - To print this particular page. (Be careful in selecting one record or all records when printing.)
- **Sort** - This offers sort options to sort the records.
- **Find "Yes" Marked Records** - This finds all records that have the check box "Yes" in the tag field. (See the list view by clicking on the turquoise arrow on the white pool ball.)
- **Remove "Yes" from ALL Records** - This finds all records that have the check box "Yes" in the tag field, and then it removes the "Yes" from them all so that you can start over in flagging records. (See the list view by clicking on the turquoise arrow on the white pool ball.)
- **Clear / Reset Words** - Click this action link to completely empty the word set on the right side and start over.
- **Keywords 21-50** - OK. let's say your insane, and you want more than 20 root words. Here's where you can enter them. Remember, every word is multiplied about 7X in synonyms.

***Tip:* try the list view**

Click the big turquoise arrow on the pool ball to enter the list view of records. This is more convenient for power users. Use the up and down arrows or scroll bar to surf through records. Click the green down arrow to return to the detail view.

**KEYWORD / proper names & captions
(yellow sub tab 1)**

Overview: Keywording screens use menus and open text boxes to construct a series of words or phrases to be associated with content searches in a database. There is an equivalent screen for each language.

Sub tab "names" is for entering caption and proper names, as well as words that are not in the system.

- Caption - Think like a journalist. Enter the essence of who, what, where, why and when.

Tip: Be careful to limit references that will confuse a search. For example, a photo of a "Cheetah at the Lion Country Safari theme park" will come up in a search for "lion" or "safari" or "park" if the search engine searches the caption. Research indicates that photo buyers are angered by erroneous search results of this kind.

- Names - The caption is not made to hold every variation. Use the 10 Proper Names fields to maximize search results on specific topics. Enter those official titles, city and people names, scientific words and other words that are usually capitalized. Be careful with spelling!

Tip: Enter a full range of variations of dominant subjects. For example, the caption might read "President Bush greets visitors in the West Wing." Each word in the caption is searchable. Proper names might include words not in the caption, such as "George Bush", "George W. Bush", "President George Bush", "White House", "The White House", "Washington", "DC", "District of Columbia". Whereas any word in the caption is searchable, proper names are searchable only if an exact match occurs. So, a single word searched will not find a phrase. For example, if you search for "house", it will not find "White House". And, clients searching for "white house" will not find "The White House" if you have not added it as an alternative in a new Proper Names field.

- Names - Restrictions are to enter just that. Check the appropriate boxes, then add them all to the aggregated restrictions field for this record. Options include:

- Alcohol use restriction - if you do not want the picture be used for alcohol ads
- Firearms use restriction - if you do not want the picture be used for firearm ads

- Sexual use restriction - if you do not want the picture be used for sexual ads
- Tobacco use restriction - if you do not want the picture be used for tobacco ads
- Editorial use restriction - only for editorial use
- Model Released - Check the box to indicate that you have a signed, fully binding model release to, for example, sell the image or name of the subject of this content for commercial use. The phrase "Model Released" will be added to this field when checked.
- Property Released - Similar to Model Released, but for property. Check the box to indicate that you have a signed, fully binding release to, for example, sell the image or name of the subject of this content for commercial use. The phrase "Property Released" will be added to this field when checked.

after checking the boxes please click on the golden arrow to populate the field below.

Tip: Remember that any product or object, like a game of Monopoly or the Eiffel Tower at night, may require a property release. Check the box to indicate that you have a signed, fully binding model release to, for example, sell the image or name of the subject of this content for commercial use. The phrase "Model Released" will be added to this field when checked.

Tip: Though searches on Stock Media™ sites are not influenced by capitalization, many online search portals use words that are all lower case, no capitalization. You may wish to only enter lower case words and phrases if submitting to non-Stock Media engines.

scripted actions

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- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)
- Sort - This offers sort options to sort the records.
- Find "Yes" Marked Records - This finds all records that have the check box "Yes" in the tag field. (See the list view by clicking on the turquoise arrow on the white pool ball.)
- Remove "Yes" from ALL Records - This finds all records that have the check box "Yes" in the tag field, and then it removes the "Yes"

from them all so that you can start over in flagging records. (See the list view by clicking on the turquoise arrow on the white pool ball.)

- Spell Check All - Execute a spell check of all the caption of all the records.
- Spell Check Caption - Execute a spell check of the caption of this record.

***Tip:* try the list view**

Click the big turquoise arrow on the pool ball to enter the list view of records. This is more convenient for power users. Use the up and down arrows or scroll bar to surf through records. Click the green down arrow to return to the detail view.

Warning: Note that each keyword or phrase is separated by a comma. Therefore, you should use commas in Proper Name fields. If you do, it will treat the phrase as two separate keywords instead of a phrase. Although this could be helpful if you run out of fields. One field can contain multiple proper names by separating each with a comma space.

KEYWORD / synonyms (yellow sub tab 3)

Overview: Keyword Compiler™ uses Keyword Source™ as a thesaurus to populate the Synonyms list with words that are similar in the eyes of the client who wants to buy content. This powerful feature greatly increases the likelihood of clients finding your content during online research. Sub tab “synonyms” can also be used to remove unwanted words after running the “Get Synonyms” process.

- Synonym fields - Click on any word in the list to remove it from the synonyms that will be added to metadata for keyword searches. Don't worry about the blanks. They are taken care of in the process.

Tip: It saves time to keyword all files at once, then run the “Get Synonyms For All Records” script, and then trim the words by hand.

Tip: After you are happy with this set, having removed synonyms that you don't want, check the “lock” radio button. This prevents further changing of these fields. It locks them down. To re-allow changes, click the “Allow Changes To Synonyms” radio button.

scripted actions

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- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)
- Sort - This offers sort options to sort the records.
- Get Synonyms For This Record- Click this action to get synonyms from KeywordSource™ for those words listed in the right side panel for this one record. This is a powerful feature that will add many words to your keywording with similar meaning to improve your sales. **Warning:** Get Synonyms will completely replace and repopulate the Synonyms page with standardized words. Use the left and right arrows to navigate between screens without initiating scripted actions.
- Get Synonyms For All Records - This action link gets synonyms for those words listed in the right side panel for every record in the found set. This action may take several minutes, depending on the quantity of records. **Warning:** The same warning applies, only more so because this script impacts all records in the set. Synonyms will be

replaced with standardized words, thus undoing any editing you have already done in all the records of the current found set.

KEYWORD / translations (yellow sub tab 4)

Overview: Sub tab "translations" does more than just translate. It accumulates all words in a single field that can then be exported or copied.

(Note: Translations are limited to those words "donated" to the creative community by users such as yourself and may not be complete.)

- Setup - Under the Metadata/info tab you have to make a decision if you want english only or all translations. Translations is a value added service.

- Assembled keyword fields - After running the "Gather Data For This Record" script, each field contains the aggregated total of keywords and proper names, each separated by a comma and a space.

Tip: This is the most time consuming step of the process. Each record runs hundreds of steps in order to aggregate words. It is an extremely good idea to process all new files at once, perhaps overnight. English only is much faster

Warning: Note that each keyword or phrase is separated by a comma. Therefore, you should use commas in Proper Name fields. If you do, it will treat the phrase as two separate keywords instead of a phrase. Although this could be helpful if you run out of fields. One field can contain multiple proper names by separating each with a comma space.

scripted actions

Near the top of the page are several underlined word sequences. Each triggers a scripted action to perform automated tasks as follows:

- Find - Initiates the process to find records in order to limit the found set for export, alteration or export.
- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.
- Sort - This offers sort options to sort the records.
- Gather Data For This Record- Click this action to get to get all data for on record english only or all languages.

- Gather Data For All Records - Click this action to get to get all data for all records english only or all languages.

METADATA / content info (gray sub tab 1)

Overview: These screens for entering general data about the content, its creator and distributor are in the gray Metadata tab group. There are four broad sections of information plus the help screen. Sub tab "info" is for the core information to identify each content and to set up keywording functionality for this record.

Required Fields are indicated by * indicates those fields that must be filled out for the record to function properly in the Stock Media licensing engine.

- Language - **A required field for software functionality.** Enter the one language in which you want to keyword this record. **Warning:** Do not mix multiple languages within one record or you will get inaccurate results. Some versions have English only for data entry.
- Translations - "Get English Only" is the default. It gathers all words for export. "Get All Translations" requires a license upgrade. Words are then translated in the Keyword/translations screen in the yellow tab section.
- Type - **A required field for software functionality.** Enter the media type of the content being keyworded. You can edit the list to select from if other than a "Photo".
 - Format - In what format is the original content created?
 - Size - How big is the original? Clients see a small, 72 d.p.i. representation of your creative work. Tell them if it was created on 4x5 or other high resolution medium.
 - CD Name - If a royalty-free CD or on a CD for archiving purposes, enter the CD/DVD number on which this image is found.
 - Admin Assigned Number - For platform licensee (agency) use only, this is the unique record ID number to be used online. It is different from the original Content ID Number of the submission.
 - Content ID Number - This is your number, the one you use to file the original of this digital file. It is also the number that appears on sales report to help you identify what has been licensed.
 - File Name - **A required field for software functionality.** Possibly the most important data in the record. Enter the **EXACT name of the digital file** that the keywording of this record will connect to. **Warning:** If File Name is incorrect in the smallest way, the keywords will not be connected with the digital file, and no sales will result.

Related: See also the "Instructions - Navigation" info to better understand scripted actions and what to do from this screen.

scripted actions

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- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)
- Sort - To sort the search results or records in the found set.
- Instructions - Quick help. A brief overview of how to navigate.
- Credits - A thank you to the volunteers and sources who have contributed to Keyword Compiler™ content.
- Create New (Blank) - Creates a new record that is completely blank.
- New (Dupe Content Info Only) - Duplicates the record currently selected for all info that appears in the Metadata tab section, except for the content ID numbers which must be unique.
- New (Dupe Content Info & Keywords) - Duplicates the entire record, including the keywords, synonyms and translations already selected and refined, except for the content ID numbers which must be unique.

Tip: try the list view

Click the big turquoise arrow on the pool ball to enter the list view of records. This is more convenient for power users. Use the up and down arrows or scroll bar to surf through records. Click the green down arrow to return to the detail view.

METADATA / marketing controls (gray sub tab 3)

Overview: Though some distribution channels may require similar information in the future, and this information can be useful for your internal files, these controls are specific to licensing via a StockMedia.net network site.

Required Fields are indicated by * indicates those fields that must be filled out for the record to function properly in the Stock Media licensing engine.

- **Representation** - StockMedia.net enables you to license directly to clients (receiving 100% of licensing revenues). Enter "Self" to license direct. Otherwise, enter "Agent" if you are using StockMedia.net as your non-exclusive agent for licensing to digital markets, such as TV, web sites and kiosks.
- **Authorize Uses** - To clearly designate licensing limitation, enter either "All Uses" to permit licensing to print markets or "Digital Use Only" to restrict licensing to digital-only markets.
- **Distribution** - Enter Yes or No to authorize and track if this image can be distributed to subagents and other resellers, in the U.S. and outside the U.S.. A different percentage of royalties often applies for distributed images.
- **Collection Name** - Enter the collection grouping if this content is part of a pre-designated online collection.
- **Distribution Limiter** - Enter "All Countries" to authorize licensing worldwide. Enter "No Countries" to temporarily embargo your content - to remove it from online sales. Or, select one single country to limit sales to clients in that one country only.
- **Pricing List** - If you have already created your personalized price list at an authorized StockMedia.net site, enter that reference number here. At some domains, Stock Media enables you to have different prices, designated by you, for each content. If in doubt, enter the number "1" (one) which is the default price list.
- **Delivery List** - For platform licensees only, enter the list number of the delivery table to designate offline delivery charges. The default is the number "1".

Tip: Remember that any product or object, like a game of Monopoly or the Eiffel Tower at night, may require a property release. Put images with trademark or property re

- CD URL Link - A StockMedia.net feature. Enter the URL, starting with "http://www.", where the CD of this content may be purchased if a royalty-free CD. This field may be left blank.

- URL Link/Contact - Another unique StockMedia feature. Enter the email address or the long URL for clients to link to who are seeking to contact the supplier directly or to license the content for print for special usages. This long URL may even take clients directly into an online database designated by you and present additional licensing parameters. Each URL entered can be specific to this one content. (Ask info@StockMedia.net about hosting your hi-res deliverables for 24/7 download.)

Below is for use by platform licensees only. Do not enter data if you are not fully knowledgeable and a platform licensee. (Offline Delivery Authorization, Similar ID and SRP value are for agency use.)

scripted actions

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- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)
- Create New (Blank) - Creates a new record that is completely blank.
- New (Dupe Content Info Only) - Duplicates the record currently selected for all info that appears in the Metadata tab section, except for the content ID numbers which must be unique.
- New (Dupe Content Info & Keywords) - Duplicates the entire record, including the keywords, synonyms and translations already selected and refined, except for the content ID numbers which must be unique.
- Instructions - Displays the instruction page.
- Credits - A thank you to the volunteers and sources who have contributed to Keyword Compiler™.

***Tip:* try the list view**

Click the big turquoise arrow on the pool ball to enter the list view of records. This is more convenient for power users. Use the up and down arrows or scroll bar to surf through records. Click the green down arrow to return to the detail view.

METADATA / searchable tags (gray sub tab 4)

Overview: Three or four stock submissions down the road, you will want to separate old groups from new or to find specific sets of metadata. This section, especially the "Comments" field is for that purpose.

- Date of event - Especially important for editorial coverage, enter the date that this content was created.
- Date Last Modified - Updated automatically by the computer, this date indicates the last time any data in this record was changed in any way.
- Job Done On - When you run one of the preprogrammed export scripts, the date in this field is automatically updated (replaced) in all records of the exported set to reflect the date of last export. You can manually change it also to track work progress.

Tip: To find records not yet processed or exported, click the underlined "Find" link. Then enter the equals sign followed by nothing ("=") in the "Job Done On" field. Hit the "Enter" or "Return" key. This will find all records where the field is blank (nothing in it), records that have not yet been marked as exported.

- Comments - Enter anything you want. Who keyworded the record? Is the content part of a particular set? Is this the record you left off on before going to sleep? This is a searchable field.

scripted actions

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- Create New (Blank) - Creates a new record that is completely blank.
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- Credits - A thank you to the volunteers and sources who have contributed to Keyword Compiler™.

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METADATA / supplier info (gray sub tab 2)

Overview: Sub tab "supplier" is for info about the creator and distributor of the content. You can manually enter the information, or use MenuLists to power enter data.

- Creator Name - Enter the name of the person (or company) that created the photo, music, video or other content that is being keyworded. The creator is the original copyright holder.
- Copyright Holder - Occasionally, an agent or entity other than the creator is the copyright owner due to buyout, gift of rights or representation contracts. Enter that entity here, or the original creator.
- Copyright Notice - This might be the creator or copyright holder or some combination thereof. International copyright conventions suggest that the notice contain the word "copyright" or the symbol "©", the year of copyright, creation or first use and the entity that holds the copyright.
- Supplier Name - Enter the business, agency or person to contact for licensing rights and information concerning this content.
- Supplier ID Number - Enter the number assigned to you as the supplier of the content by Stock Media or the platform administrator (the distribution channel that will license your creative work). For example, enter your Stock Media Supplier ID Number.

***Tip:* use MenuLists**

The module MenuLists allows you to create standardized information about yourself or each creator you work with. Once this list is created, you must add each name exactly as it appears in MenuLists into the Creator Name pull down menu. Then, for each record, select a name and click the golden down arrow to populate the other fields.

scripted actions

Near the top of the page are several underlined word sequences. Each triggers a scripted action to perform automated tasks as follows:

- Find - Initiates the process to find records in order to limit the found set for export, alteration or export.
- Find All - The quickest way to return to the entire set of records, not just the limited found set.
- Print - To print this particular page. (Be careful in selecting one record or all records when printing.)

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- Create New (Blank) - Creates a new record that is completely blank.
- New (Dupe Content Info Only) - Duplicates the record currently selected for all info that appears in the Metadata tab section, except for the content ID numbers which must be unique.
- New (Dupe Content Info & Keywords) - Duplicates the entire record, including the keywords, synonyms and translations already selected and refined, except for the content ID numbers which must be unique.
- Instructions - Displays the instruction page.

***Tip:* try the list view**

Click the big turquoise arrow on the pool ball to enter the list view of records. This is more convenient for power users. Use the up and down arrows or scroll bar to surf through records. Click the green down arrow to return to the detail view.

Required Fields are indicated by * indicates those fields that must be filled out for the record to function properly in the Stock Media licensing engine.

Navigation

Overview: Each record contains the metadata (keywords) for one content. A content may be a photo, video clip or music track that is being keyworded. The various screens are merely different ways of looking at the same record, like looking at a photogenic scene through different filters. Each page or "tab" also performs scripted actions by clicking on underlined words. To navigate:

1. Click on the colored tabs to change between tab groups:

- **white/gray** to enter or change metadata about a content or record
- **yellow** to enter caption, text or proper names of a content or record
- **blue** to access allied web sites
- **red** to keyword many records in mass (platform licensee access only)
- **green** to control variables of this program (platform licensee access only)

2. Within each colored tab group, use the compass -like graphic in the upper left corner to move in linear steps through records and screens. Use your mouse to click on the:

- **green** "right" arrow to advance to the next screen in the tab group
- **blue** "left" arrow to go back to the previous screen in the tab group
- **red** "up" arrow to view the previous record
- **yellow** "down" arrow to view the next record

Warning: Scripted actions (the underlined words) will very often replace data in one or more records. Be sure you want to do so before initiating that action. For example, if you have already carefully removed some words from the synonyms list, you would not want to again initiate the "Get Synonyms" actions. For this will add back in all the words you removed.

Tip: There are design consistencies to tell you where you are

- The screen name appears on the horizontal lines of each page
- The current record number of the current found set (not the total) appears under the lines and screen name.
- An internal layout menu can be accessed by clicking on the box to the left of the word "Browse" at the bottom left of this window. In the left menu bar, you'll find the screen name at the top, together with the total records, your current record number and the quantity of records in the found set.

Scripts Menu

Overview: Some scripts which are triggered via buttons in various layouts can also be initiated from the Scripts pulldown menu as follows:

Print Vertical - Print one or more records in a vertical page format.

Print Horizontal - Print one or more records in a horizontal page format.

.... Export Menu

Export All MetaData for StockMedia - Exports all records of the found set and all fields as a FileMaker file (see export instructions).

Customized Export (All Records) - Exports all records of the found set and allows the user to specify the fields and the file type to be exported (see export instructions).

Create Back Up - Exports all fields from all records to make a back up of all data in the database.

.... Special Actions

Copy Year/Creator/Supplier to CopyrightNotice in ALL records - Replaces the Copyright Notice in all records of the found set with the current year, the creator name and the name of the supplier. All other previously entered data in the Copyright Notice field will be lost/replaced.

Import From Older Version Of KeywordCompiler - Once the script is run you will be asked to select the file you would like to import. You must select the old version of KeywordCompiler. Once you have done that, you should select "Matching names" from the "View By" menu in the top right hand corner of the window. Select the "Add New Records" button, not replace content option. Then click the "Import" button.