

# FINDING PEOPLE

Experts | Professionals | People Living the Story



LET'S START --

▶ [nccnewslinks.syr.edu](http://nccnewslinks.syr.edu)

▶ Jtools tab

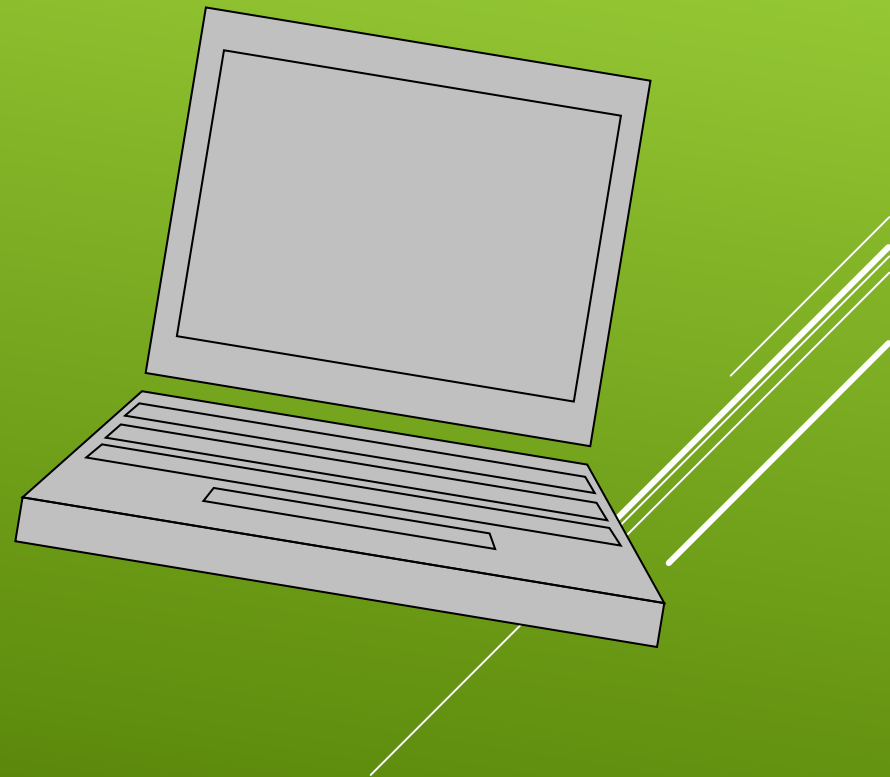
▶ Finding People

▶ Or [tinyurl.com/BDJ-JTools](http://tinyurl.com/BDJ-JTools)



# TECHNIQUES

- ▶ Searching w/ filters
- ▶ Phone books
- ▶ Directories
- ▶ Public records
- ▶ PR services
- ▶ Social media



# SEARCH ENGINE FILTERS

- ▶ Use a phrase search
  - ▶ WITH QUOTES “Kent Syverud”
  - ▶ But note: it doesn’t find Kent D. Syverud
- ▶ Filter to one site
  - ▶ Formula: *“name name” site: domain*
    - ▶ Kent Syverud site:syr.edu
  - ▶ You try:
    - ▶ Find info on Lesley Fair, attorney at FTC

# USING PHONE BOOKS

- ▶ Anywho
- ▶ Whitepages
- ▶ **Tips**
  - ▶ Try first initial of name
  - ▶ Delete: *St.* , *Ave.* , *Rd.* in address
  - ▶ Truncate address: for *Hamlet Crest*, try *Hamlet*
- ▶ Find: SCSD Board President home phone #
- ▶ International: Infobel or Numberway

*While we're on phone books*

## REVERSE DIRECTORIES

- ▶ **Have a number, find a name**
  - ▶ Anywho
  - ▶ Whitepages
  
- ▶ **Have an address, find a name & #**
  - ▶ Whitepages

REVERSE DIRECTORIES

# NAMES AND MAPS

▶ **Don't recognize phone number?**

▶ Put in Google

▶ *Example: DestiNY story* (315) 422-7000

▶ **Forgot to get directions?**

▶ Maps.google.com

**ATTENTION:** Only for businesses, not residential

# FINDING EXPERTS



- ▶ No name?
  - ▶ check experts lists
    - ▶ [Journalism.net list](#)




# FINDING EXPERTS – PROFESSIONAL DIRECTORIES

- ▶ US Government employees
  - ▶ Doctors (several click thrus)
- 

# DoctorFinder

The information contained in the AMA DoctorFinder report does NOT meet the primary source equivalency requirement as set forth in the credentialing standards of accreditation organizations such as the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO) or the National Committee for Quality Assurance (NCQA).

Cynthia Ann Steinem, MD  **AMA member**  
AMA members must adhere to the AMA's [Principles of Medical Ethics](#)

**Primary Specialty (Self Designated)**

(note): PEDIATRICS

**Secondary Specialties**

(note): CHILD NEUROLOGY

**Gender:**

Female

**Location:**

[View Map](#)

Syracuse, NY 13212

**Medical School:**

IN UNIV SCH OF MED, INDIANAPOLIS IN 46202

**Residency Training:**

CLARIAN INDIANA UNIV HOSP, *NEUROLOGY*  
DARTMOUTH-HITCHCOCK M C, *CHILD & ADOLESCENT PSYCHIATRY*  
DARTMOUTH-HITCHCOCK M C, *PEDIATRICS*


**Major Professional Activity:**

OFFICE BASED PRACTICE

**American Board of Medical Specialties Certification:**

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Pediatrics

# FINDING EXPERTS – PROFESSIONAL DIRECTORIES

- ▶ US Government employees
  - ▶ Doctors (several click thrus)
  - ▶ Lawyers
    - ▶ Martindale Hubbell or Findlaw
- 

# PUBLIC RECORDS

- ▶ Persons licensed by state
    - ▶ Beautician, athletic trainer, pest exterminator, etc
  - ▶ Property Records
  - ▶ Campaign finance records
  - ▶ Edgar, SEC records (publicly-traded companies)
- 



- ▶ Aggregates all online information
- ▶ Best for people w/ online presence
- ▶ Paid content is first -- avoid
- ▶ Careful: many people with same name so verify info

*When a professional*

# PUBLIC RELATIONS SERVICES

▶ Profnet

▶ Haro

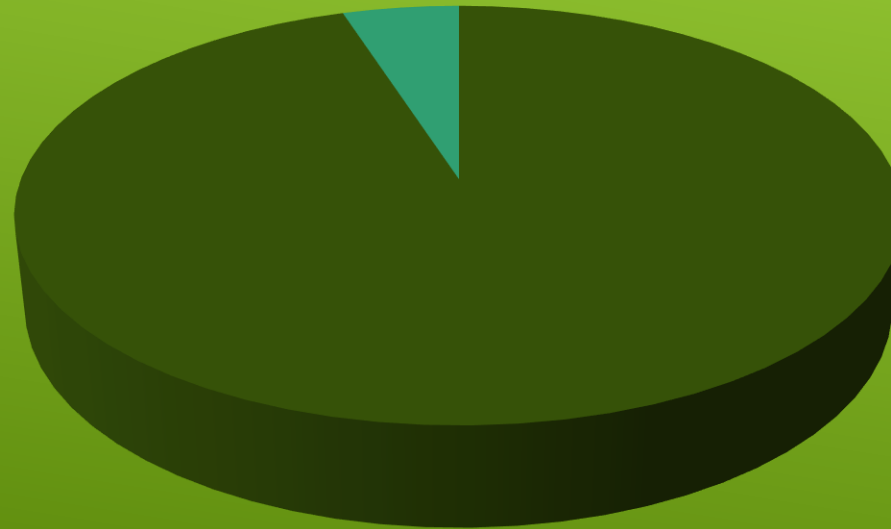
help a reporter out

*\_\_\_\_\_ needs an  
economist with a sense of  
humor to talk about how  
Labor Dept counts people  
for monthly report*



# FINDING PEOPLE LIVING THE STORY

Internet



# ETHICS



How the hell does Facebook know I'm a dog?



# SOCIAL MEDIA





LIKE PAGES  
INSTITUTIONS/ORGS ON YOUR BEAT  
SKANEATELES FESTIVAL



FRIEND SOURCES?

HOW ELSE CAN FACEBOOK HELP YOUR  
REPORTING”



# SEARCH

Twitter.com/search-advanced  
covers a few days

*Better!*

Topsy (archives ALL of twitter tweets)

The image shows a screenshot of the Twitter Advanced Search interface. It features several sections for refining search results: 'Words' with options for 'All of these words', 'This exact phrase', 'Any of these words', and 'None of these words', each with a corresponding text input field; 'These hashtags' with a text input field; 'Written in' with a dropdown menu set to 'Any Language'; 'People' with options for 'From these accounts', 'To these accounts', and 'Mentioning these accounts', each with a text input field; 'Places' with 'Near this place' and a text input field; and 'Other' with checkboxes for 'Positive', 'Negative', 'Question', and 'Include retweets'. A blue 'Search' button is located at the bottom.

The image shows the homepage of the Topsy website. At the top, there are navigation links for 'SOCIAL SEARCH', 'SOCIAL ANALYTICS', and 'SOCIAL TRENDS', along with a 'TOPSY PRO LOGIN' link. The main header features the 'TOPSY' logo in orange. Below the logo, the tagline 'Search and Analyze the Social Web.' is displayed. A navigation bar includes links for 'EVERYTHING', 'LINKS', 'TWEETS', 'PHOTOS', 'VIDEOS', and 'INFLUENCERS'. A search input field with a magnifying glass icon is positioned below the navigation bar. A central banner features a Twitter bird icon, the text 'ALL TWEETS', and 'SINCE 2006'. The footer contains links for 'Support' and 'Terms & Conditions', a 'Sign in' button with social media icons, and a language selector set to 'English'. The copyright notice '© 2014 Topsy Labs, Inc.' is located at the bottom left.



- ▶ Find sources
  - ▶ by name
  - ▶ by company
  - ▶ by industry





- ▶ Find sources
- ▶ Background before interview
- ▶ Find former employees



✓  
webinar.

*Professional journalists get executive account if take*

# FINDING FIRE CONTACTS

9. foursquare fire department Syracuse, NY

10. foursquare I'm looking for... Syracuse, NY

11. foursquare I'm looking for... Syracuse, NY


12. Instagram Log in


13. www.ongov.net/departments/

HOME | ABOUT US | COUNTY COMMUNICATIONS | ONLINE SERVICES | DEPARTMENTS | EMPLOYMENT | LINKS | CONTACT US

Joanne M. Maroney  
County Executive **ongov.net**

[Onondaga County - Emergency Communications](#)  
OCICS Radio System, **Sean Sparks**, seansparks@ongov.net, OCICS Training, Chuck Combs, chuckcombs@ongov.net. Operations Day to Day Issues, Shift ...  
[www.ongov.net/911/CScontact.html](http://www.ongov.net/911/CScontact.html)

14. 

 **sparkssm** ▾

**Sean Sparks** 1st Assistant Chief, Taunton FD Sr. Radio System Administrator, Onondaga (NY) County Lover of the outdoors Trying to be the best uncle ever!  
<http://www.twitter.com/sparkssm>

<b>392</b> posts	<b>234</b> followers	<b>146</b> following
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# TECHNIQUES

## *BEYOND A SEARCH ENGINE*

- ▶ Phone books
  - ▶ Directories
  - ▶ Public records
  - ▶ PR services
  - ▶ Social media
- 

YOUR IDEAS?

