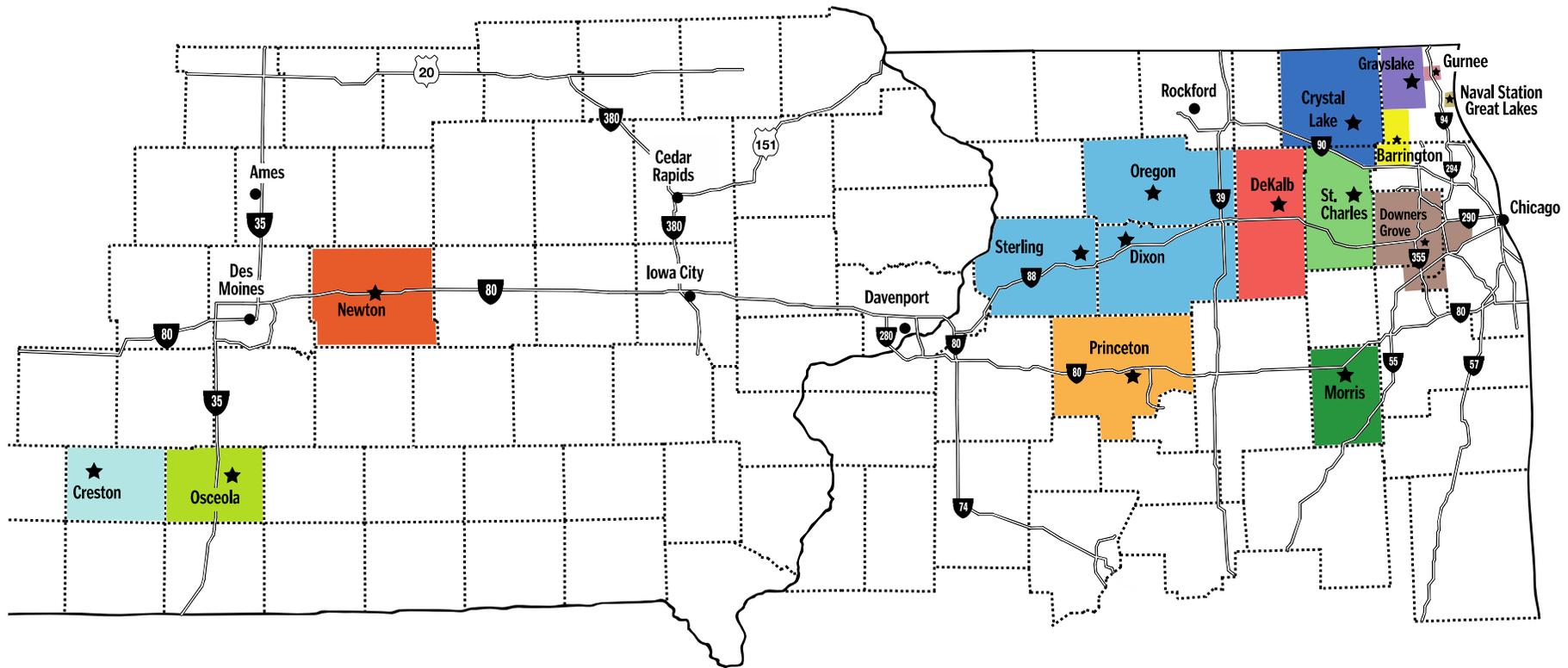


Accelerate The Inevitable: Automate Your Pagination

So you can spend more time on things your audience wants!

+ Who Is Shaw Media?

Shaw Media operates over 100 print and digital publications including over 20 websites, 10 daily and 25 weekly print publications.

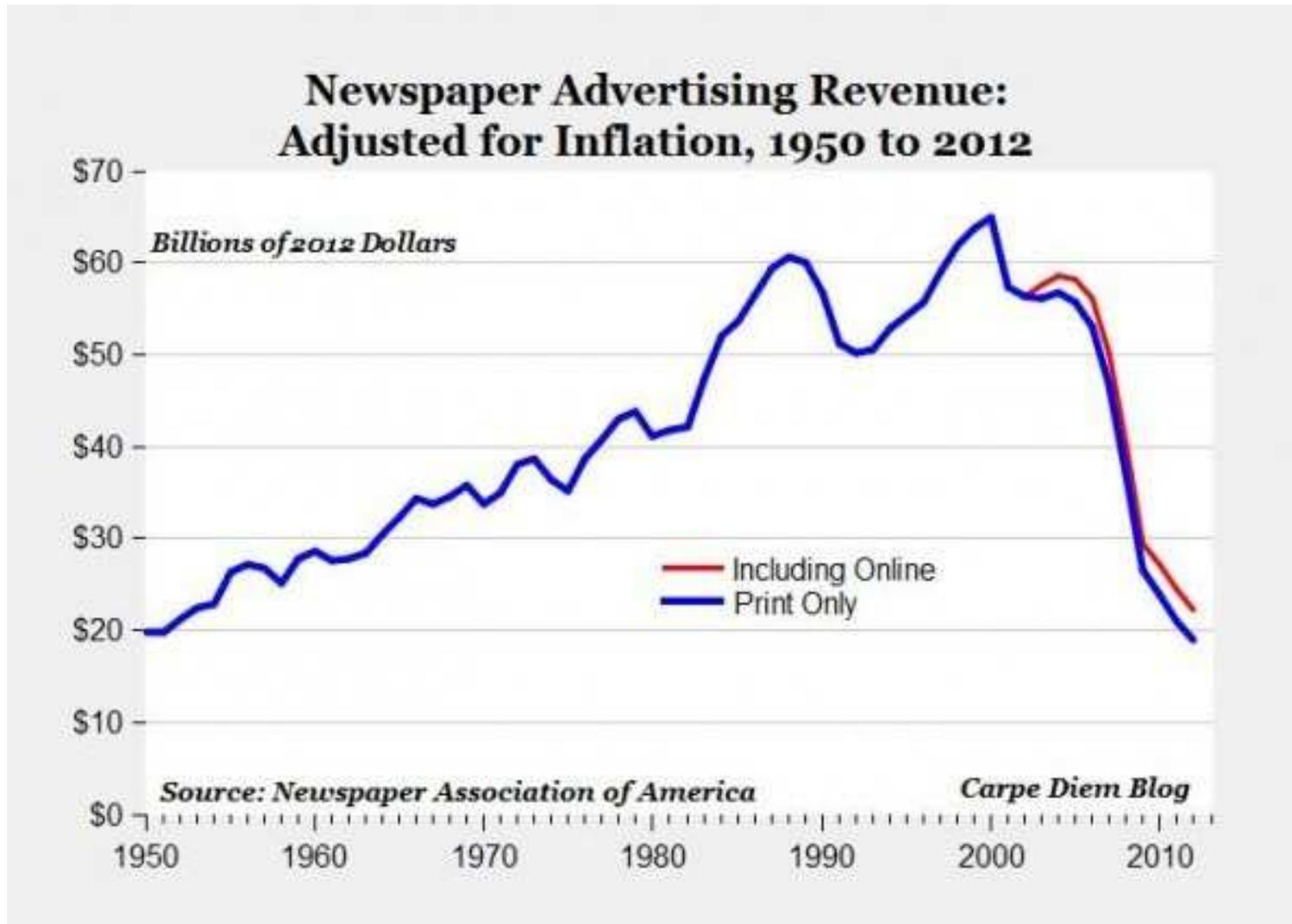


+ Who Is Shaw Media?

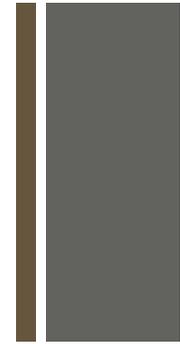
- Third oldest, continuously owned and operated family newspaper in the USA.
- Our legacy of success dates back more than 162 years to 1851.
- Over 550 employees who put their very best into Shaw Media's publications



+ Why Bother Automating Pagination?



+ Our Brand's Promise



Relevant Information
Effective Marketing Solutions
Community Advocates

+ Why Bother Automating Pagination?

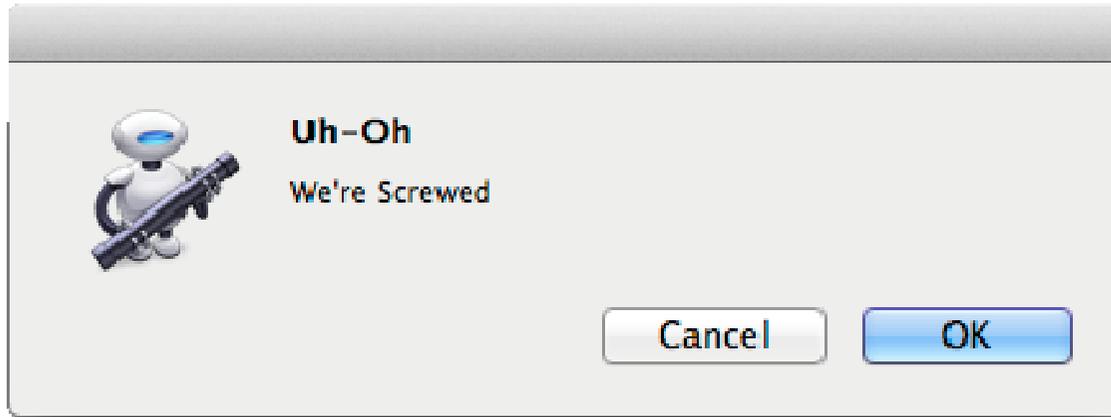
- In order to fuel the re-creation of our business models, we must be efficient as possible in the legacy business.
- All while providing excellent and relevant content to our audiences.

+ Why Bother Automating Pagination?

- We must spend as little time and money as possible to do things that don't make us more **local**.
- When we can automate anything we have the opportunity to re-focus employee time on things that matter to readers.

+ Why Bother Automating Pagination?

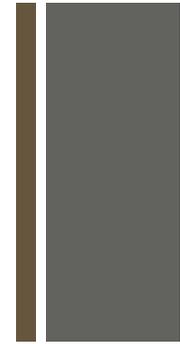
- Adobe decided to **force** users to Creative Cloud.



- Without any legitimate competition, we began to think of ways to minimize the number of InDesign copies we carry.

+ Time Machine

- We partnered with Roxen Internet Software back in 2008 to de-duplicate our print and online production workflows.
- Creating a Single CMS based editorial workflow for all Print and Digital platforms saved us time and money during a very difficult economic period in the USA.
- A similar workflow to the one that Roxen pioneered has now been adopted by many systems.



+ Roxen has a track record of Innovation

- The Building Blocks of Automation
 - Content Begins Life As XML
 - Tight Integration With InDesign Server



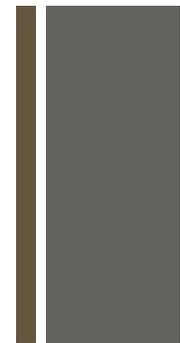
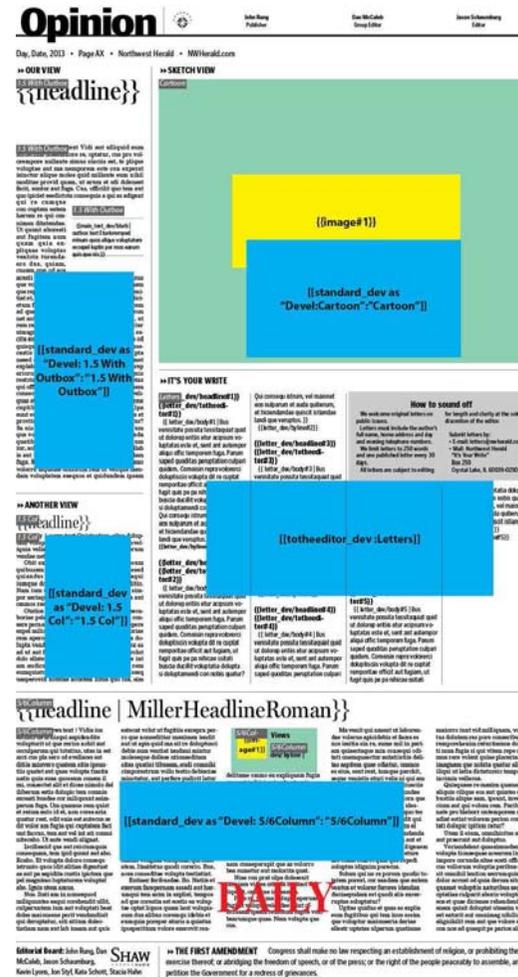
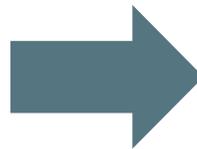
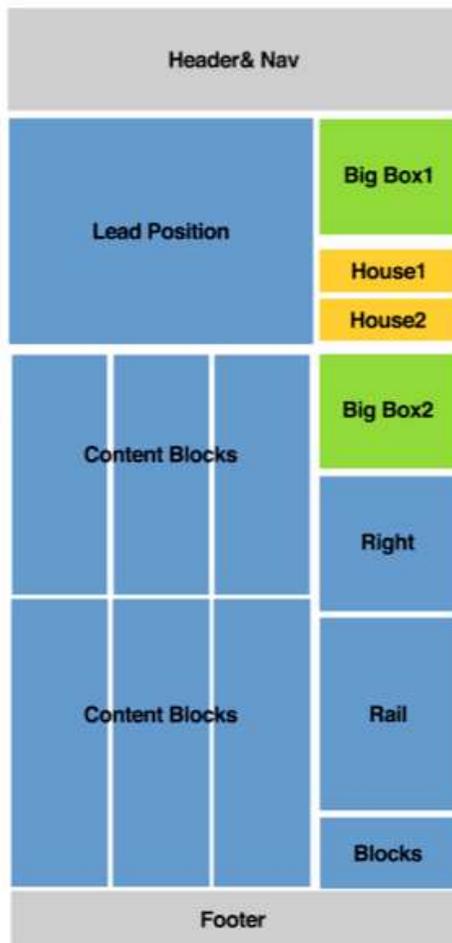
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+ Expanding On The Concept of Web Templates

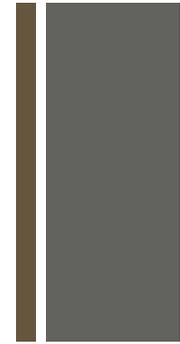
Home Page

Front Page



+ Workflow Overview

- Pages with Ads are released into the system then template pages with stories assigned are merged within Roxen's page management window
- Stories of various geometries are defined in the system and stories that are assigned in budgeting are to written to fit.
- A reporter can see how the story will look in real time as they write it in the browser.
- Character and paragraph styles and story geometries pre-determined for the page and the stories are budgeted accordingly.
- After the stories, Ads, etc. assigned to a page, the InDesign Server automatically lays out the page when a copy editor opens it.



+ Write to Fit Story Workflow

The screenshot displays the Roxen Editorial Portal interface for the website `suburban.shaweditorial.com`. The interface is organized into several functional areas:

- Pages:** A top-left panel showing a stack of pages. The top page is "1 Section A" titled "Downers Grove Reporter 2013". Below it are "2 Section A" and "3 Section A".
- Headlines:** A top-middle panel listing items like "SoundOff-0904", "Letters-0904-SD-WSD", and "Page3-Szafranski-0904-DGR".
- Editor:** The central workspace for editing the story. It includes a "MAIN TEXT" area with a red arrow labeled "A" pointing to the byline "By ED MCMENAMIN". The text area contains the headline "Downers Grove resident bikes across country, on a whim" and the start of the article body.
- Close-Up:** A bottom-left panel providing a detailed view of the story content, including a photo of a cyclist and the headline "Downers Grove resident bikes across country, on a whim". A red arrow labeled "B" points to this section.
- Feed:** A right-hand sidebar showing a list of recent news items with timestamps and titles, such as "BC-US--TV-Th" and "NY-ASCENT-C".

The interface also features a top navigation bar with tabs for "Logout Ben Shaw", "Standard", "Small", "Overview", "Page Status", "Page Management", "Publication Management", and "User Tools". A bottom status bar shows "Sep 4, 11:07 am".

+ The Final Result

Downers Grove Reporter

Suburban Life Media
mysuburbanlife.com/
downersgrove

Call: 630-368-1100
Newsroom fax: 630-969-0228
1101 W. 31st St., Suite 260,
Downers Grove, IL 60515
Missed delivery & customer
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Subscription rates
Single copy \$150
Delivery (annual) \$410/
\$79 out of area

COMMUNITY SNAPSHOT

Page2Photo

[[image#1]]

[[Standard: Page2Photo]]

[[headline]]

Page2Photo

Page2Photo



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ON PINTEREST: pinterest.com/suburbanlife

NEWS TIP?
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CRISIS LINE
Don't know where to turn for help? Call the DuPage County Crisis line at 630-627-1700. The phone line is open 24 hours a day. Individuals in need can set up an interview either by phone or in person. You also can visit the crisis line on the web at www.dupagehealth.org/access-and-crisis-center.

WHAT'S INSIDE

Page2Index

[[Standard: Page2In-]]

SHAW media

"Serving our communities to make them better places to live."

2 Downers Grove Reporter

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\$79 out of area

DGR Reporter | Progress • mysuburbanlife.com • Wednesday, September 4, 2013 • SD | GETTING STARTED

COMMUNITY SNAPSHOT



Sweet repeat

Downers Grove's Gabriella Frank poses for a photo after winning the 2013 Kohl's Kids Who Care contest. Frank, who won the same award last year, was recognized for her donations of school supplies to a school in Jamaica. She's planning another drive this fall. To donate, contact her mother, Heather Frank, at hlaws97@comcast.net.

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ON PINTEREST: pinterest.com/suburbanlife

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WHAT'S INSIDE

Education 23

Obituaries 21

Opinion 12

Plant Life 25-28

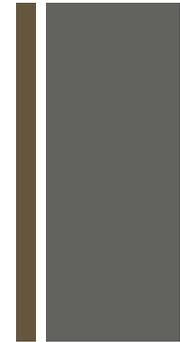
Police Reports 8

Sports 31-33

SHAW media

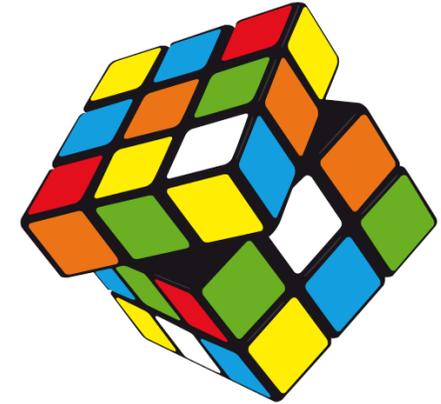
"Serving our communities to make them better places to live."

+ ~~One Size Fits All~~



- We have Broadsheets/ Tabs/ Papers with Modular Ads/ Papers Without Modular Ads, etc.
- The Roxen solution can template:
 - Complete Pages
 - Whole Pages Without Ads
 - Ragged Pages
 - Anything In Between
- It is a free-form workflow that doesn't limit us – it allows us to focus time where we think it should be focused.
- You can even change anything you want on a completely templated page.

+ Challenges



- Of our main challenges was integration with the advertising layout system. Getting users to place all ads on a single layer
- Ad sizes – Size standardization is tough in this economy - many times we have designed templates for flexibility in final ad placement
- Initial setup was time consuming

+ Benefits

- Content Quality of Headlines and Sub-Headlines Improved
 - Due to authors creating them over copy editors
- Better use of News's time
 - They don't have to go back in and clean it up after Copy Editors are done with it.
- Time spent is 90/10 split News to Copy Editor
 - And Less Overall
- Copy editors get more time to proof than before





Thanks!



Ben Shaw | Shaw Media
bdshaw@shawmedia.com