



## New Monetization Strategies and Workflow Efficiencies

### OVERVIEW

The Daily Herald, a Paddock Publication, is the third largest newspaper in Illinois. With more than 1,300 square miles of coverage, including 100 communities and 21 advertising and content editing zones, the Daily Herald is one of the most complex newspapers in the industry and sets the standard for localized and personalized print and online news and information.

With strong leadership and a commitment to modernizing its newsroom, the Daily Herald was looking for a content management solution that provided publishing tools that would bring its divided digital and print newsrooms together.

The media company selected the SAXOTECH Mediaware Center for the benefits and efficiencies of a standard platform while still having the ability to customize the solution to fit specific business demands.

### BACKGROUND

The initial move to an integrated newsroom began in 2007 with the implementation of the SAXOTECH Mediaware Center. The Daily Herald implemented the print side first, followed by the digital solution.

Immediately, the SAXOTECH Mediaware Center created new workflow efficiencies. Several benefits were realized on the print and digital sides of production, but the solution was set up as two separate systems; the two newsrooms stayed independent of each other.

"We implemented print first and online second," said Teresa Schmedding, Assistant Managing Editor, Daily Herald. "Unfortunately the two groups stayed separate so we really didn't see an increase in speed, efficiency or quality until we started using the products as they were designed -- as a cohesive unit."

### NEW CHANNELS - NEW PRODUCTS - NEW REVENUE

By enabling streamlined communication and collaboration for the entire production process, the Daily Herald takes advantage of unmatched efficiency and production speed for print and digital publishing.

Everything is in one place. The solution offers significant advancements in workflow production. Layout tools allow designers and editors to create stories from the page as well as give journalists the ability to write-to-fit. Advanced template tools allow quick creation of entire pages or sections of pages.

With better control over its content management, digital workflow and multichannel distribution the Daily Herald is now able to extend its newsroom to mobile channels or develop new audiences with different products and applications.

## MEDIAWARE CENTER CASE STUDY

Daily Herald

### COMPANY

Daily Herald

### INDUSTRY

Media

### TARGET MARKET

Suburban Chicago

### DISTRIBUTION

Print Newspaper, Online, App

### SOLUTION

The SAXOTECH Mediaware Center provides the Daily Herald with full integration of the print and digital newsrooms. Users edit once and push content easily across many mediums with its multi-channel publishing platform.

### REAL-TIME BENEFITS

- Increased speed of online posting (cut from 10-12 minutes to less than 30 seconds)
- Eliminated redundancies
- Improved quality of online content
- Improved Search Engine Optimization (SEO)
- Improved summary content, increased click-throughs
- Improved communication and morale between newsroom and Web team
- Increased newsroom engagement
- New workflow has increased volume of story postings

**“**You should not have to work for the technology, the technology should work for you. We looked to SAXOTECH to evolve our system to address a more competitive environment, and we now have the ability to create better content more efficiently.**”**

**Teresa Schmedding**  
Assistant Managing Editor, Daily Herald

# Daily Herald



## RESULTS

When the Daily Herald made the move to integrate its print and digital staff, content producers gained visibility into what was being planned and actively worked on. Users could consider available resources and align assignments based on the various channels they planned to use. With a central resource center to handle story ideas and log events, editors will always know which resources are being used at any given time.

Teresa added, "The SAXOTECH Mediaware Center is very intuitive. We are able to utilize all our resources more effectively: non-technical staff can easily publish to the Web. In the past the website was seen as 'the beast,' we just threw everything over the fence and you were done. The print department had no input into Web content. Both departments had different reporting structures. By utilizing the Mediaware Center more effectively and integrating the two groups, the online content is more structured and has resulted in better quality."

The ability to share content from the early planning stages was a great opportunity for the Daily Herald to see better production efficiency. News stories were created and written in one newsroom and used on multiple channels. The centralized asset sharing has significantly improved Web content. Daily Herald producers are linking to photos, videos and related stories more than ever before. Video posting has tripled, creating a Web presence that has become a solid resource for its community of readers.

## IMPLEMENTATION OF A TIERED PAYWALL

The SAXOTECH Mediaware Center includes functionality that gives the Daily Herald the ability to deploy tiered paywalls and easily capture customer data, converting online readers to a paid structure.

SAXOTECH tiered paywall enables the Daily Herald to limit access to stories and photo galleries through the use of SAXOTECH's Access Control. Limited access is used to manage the number of stories or galleries a group of readers can view and can be customized based on specific business models. The functionality also tracks the stories or galleries a reader views in the session file and when the maximum number of allowed views is reached the system will activate the access control component and request the reader to register.

In addition, the tiered paywall functionality utilizes the session ID from the payment system to identify the reader. The data captured gives the Daily Herald the ability to produce new and improve current products based on what its readers see as important.

"Since we added the paywall, we've ratcheted up the quality of content so people are willing to pay for it," said Teresa. "In return we have higher quality readers, the ad department has bought in because they can sell more targeted ads, and overall the company morale has increased."

## SEARCH ENGINE OPTIMIZATION (SEO)

The SAXOTECH Mediaware Center enables all content producers to step up and publish content. With its intuitive user interface, both technical and non-technical news producers can push content to the Web. With the use of taxonomy, journalists are including more links, videos and website URLs in their stories and are able to create those compelling headlines that capture the reader's interest. By using the right words to tell the story and by putting the right tools in the hands of journalists, clickthroughs have significantly improved, as has the Daily Herald's Web content.

Utilizing the SAXOTECH Mediaware Center, and since combining the news and website staff, the Daily Herald has seen a 20 percent increase in SEO referrals. Additional companies/businesses are linking back to the Daily Herald because of strong third party relationships and asset attachments. The flexible editing tools have made it easy for the media company to build more search engine-friendly content.

## CONCLUSION

With a strong management team and the ability to take a hard look at what worked, and what didn't, The Daily Herald took steps to make changes that were critical to improving its product.

Teresa added, "A strong editor that understands the needs of all your platforms and understands the program is important. You need someone that understands how the groups can talk together and how they can implement together from a big picture standpoint. Having someone that can be objective and won't get lost in 'what I want' is important."

By utilizing the right publishing tools and combining the newsroom and web editors, the Daily Herald has improved communication, morale is up and content is everyone's responsibility. As a result - the newsroom is more engaged, content has improved, there is more awareness of the website and story volume has increased despite limited resources.

When asked about the going forward and what the Daily Herald was most excited about, Teresa added, "In the end, all of it would be pointless if we weren't making money. We are very excited about the future. Our content is relevant and readers are willing to pay for it. But I am excited they are knocking it out the ballpark. And now that they have the right tools in their hands, they are willing to do it day in and day out."

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### 10 Newspapers That Do It Right

**"The Daily Herald was singled out for its organizational changes... to efficiently coordinate and disseminate newsroom content in print and digitally."**