



## MEDIAWARE CENTER CASE STUDY E.W. Scripps Co.



# Realizing a higher degree of efficiency and automation

## OVERVIEW

The E. W. Scripps Company is a diverse media concern with interests in newspaper publishing, broadcast television stations and news syndication. Scripps operates daily and community newspapers in 13 markets, and 19 broadcast TV stations. Scripps also operates Scripps Howard News Service.

Scripps was looking for a proven-built multi-channel content management system that would enable the following:

- Bring all the different news departments together in a collaborative environment.
- Provide more time and resources to focus on creating and delivering the best possible products to its readers.
- A managed hosted solution that would allow them to benefit from the latest technology and optimize their cost of content production.
- Operate unencumbered from continuously developing and maintaining systems in-house.
- Allow them to share information and ultimately improve communications and workflow between their various channels.

The media company selected the SAXOTECH Mediaware Center because of its ability to provide versatile and advanced publishing tools needed to produce multi-media content for Scripps' multiple online, mobile and print products.

## BACKGROUND

Scripps began a move to a more unified newsroom in 2009 when four Scripps dailies in Texas, the Corpus Christi Caller-Times, the Abilene Reporter-News, the San Angelo Standard-Times and the Wichita Falls Times Record News moved to a centralized installation of the SAXOTECH Mediaware Center.

"We started in Texas with a proof on concept. All the reporting and editing was being done at each newspaper site. With the SAXOTECH Mediaware Center, we demonstrated that we could leverage and share content – we wanted to do it company-wide."

*Art Ridgway—Managing Director IT Operations, Newspaper Division, The E.W. Scripps Company*

The success of the initial project led Scripps to look for a solution provider that would duplicate this success in the cloud, across all its daily newspaper sites.

## SOLUTION

Scripps formed a committee of experts from different departments throughout the company to address an organization-wide challenge – 13 newspaper properties, all operating on different systems. Their goal was to consolidate the disparate systems and leverage existing resources.

The committee narrowed its selection to three providers and then to two. SAXOTECH was selected because of its demonstrated track record with Scripps to provide a comprehensive publishing solution that continuously stays ahead of the technology curve.

## COMPANY

E.W. Scripps Co.

## INDUSTRY

Media

## TARGET MARKET

Scripps operates daily and community newspapers in 13 markets, and 19 broadcast TV stations.

## DISTRIBUTION

Print Newspaper & Online

## SOLUTION

The SAXOTECH Mediaware Center provides Scripps' more than **300 content producers and editors** with a wide array of tools to plan stories and manage content based on resource availability.

## REAL-TIME BENEFITS

- Content sharing across 13 newspaper properties.
- Improved business continuity for more than 300 users.
- Optimized page production for an average of 3,000 pages produced weekly.
- Reduction of 68 physical servers to 23 virtual servers.
- Open and collaborative work environment enabling better content production.

“We are just scratching the surface of what we can do here. We looked at several providers and chose SAXOTECH based on the flexibility of the solution and its ability to take us into further advancements.”

**Shane Fitzgerald**

**Vice President/Editor, Corpus Christi Caller-Times  
Managing Director, Scripps Central/Virtual desks**



**THE E. W. SCRIPPS  
COMPANY**



## MEDIAWARE CENTER CASE STUDY E.W. Scripps Co.

The SAXOTECH Mediaware Center provides Scripps' more than **300 content producers and editors** with a wide array of tools to plan stories and manage content based on resource availability. By managing each new story from conception through multi-channel delivery in the same system, producers will realize unsurpassed productivity – extending content and enhancing news-publishing operations. The advanced features and functionality will have a direct impact on the media company's ability to publish local content faster to its online users as well as improve the way it edits and packages local content for print readers.

### SAXOTECH MEDIAWARE CENTER

While the SAXOTECH Mediaware Center is highly configurable and can be deployed in multiple ways, it is a standard software solution and as a result, there are common cost efficiencies realized from every deployment:

- Centralization of IT Resources and Operations
- Enterprise-Wide Planning and Content Sharing
- One Touch Publishing to Multiple Channels
- One User Interface to Manage All Media Channels
- Creation of a Rapid Deployment Environment
- Production Efficiency Operations
  - Central Page Production and Layout-Driven Workflow
  - Automated Image Workflow
  - Two-Way Ad Integration

“The SAXOTECH Mediaware Center has changed the way we do our workflow. We eliminated paper budgets - all production staff can see what is going on at any time. It's been a game changer for us. We are finding things easier, spending less time on filling out photo requests and graphics requests. It's all done at one time.”

**Shane Fitzgerald**  
Vice President/Editor, Corpus Christi Caller-Times  
Managing Director, Scripps Central/Virtual desks

### RESULTS

The E.W. Scripps Company will have successfully centralized its news publishing activities with the SAXOTECH Mediaware Center resulting in improved business continuity for more than 300 users across 13 properties when its project is complete in late June 2012. The media company has been able to reduce the number of physical servers from 68 when the project first started to 23 virtual servers in future state.

“Cost reductions have us doing more with less. One of the driving factors for the need for a centralized approach was the desire to share content. We had 13 newspaper sites on all different legacy systems and we wanted to leverage our resources better. The SAXOTECH Mediaware Center has provided a new level of efficiency and content tracking for our entire staff. We have some newspapers that build comics for other newspaper sites and we can leverage those resources and talents across all of our properties,” said Ridgway.

Scripps' editorial staff is now able to gain access to unprecedented amounts of material across all newspaper properties. Additional benefits of the SAXOTECH Mediaware Center include:

- Open and collaborative work environment enabling better content production.
- Scripps journalists can follow the development of one article and retrieve it from the database to add to it from another news angle of more local interest.
- Users interact with the same system no matter which paper they log onto.
- Security measures can be implemented for confidential material.

With the creation of a centralized solution, Scripps is able to deliver more targeted and relevant multi-channel news stories to a larger audience. Content is no longer confined to disparate systems, but instead is shared across the 13 newspaper properties allowing all production staff to see what is going on at any time.

With the ability to optimize page production through the use of planned pages, users can eliminate unnecessary manual page building. With an average of 3,000 pages produced weekly, they can now be quickly built using templates with the individual stories, then assigned to reporters and editors, freeing up even more resources to focus on multi-channel content production.

The SAXOTECH Mediaware Center can be accessed from anywhere there's an Internet connection. In addition to the obvious benefits of collaborating on news stories remotely, newspaper properties have a solid disaster recovery plan. In the event of a natural disaster or potential evacuation, users can relocate to other Scripps news sites and maintain its daily operations– all with minimal disruption.

### CONCLUSION

The success of the initial project has now led Scripps to expand its use of the SAXOTECH Mediaware Center in order to allow 13 daily papers to share in the streamlined workflow for content production and page creation possible through the solution.

SAXOTECH is dedicated to ensuring it continues to develop the tools necessary for media companies like Scripps to address industry demands. Through its relationship with SAXOTECH, Scripps can realize its publishing goals of increased efficiency and continued market prominence throughout all the markets it serves.