COXnet
COX NEWSPAPERS: IN PRINT. ONLINE.

Cross-media innovator

Major newspaper chain streamlines cross-media publishing and enhances publication quality by moving to publishing system based on Adobe® InDesign® and Adobe InCopy® software

As one of the nation's largest newspaper publishing enterprises, Cox Newspapers Inc. produces 25 nondaily and 17 daily newspapers, including *The Atlanta Journal-Constitution*. The company also operates direct mail businesses, distributes classified advertising publications and customized newsletters, and owns one-third of a newsprint manufacturing business.

Adobe

Cox Newspapers has perfected its publishing business model over many decades. The company's print versions deliver content in a compelling, easy-to-read form that is an effective communication vehicle for local advertisers. Cox is also at the forefront of online publishing, producing Web-based versions of its daily newspapers and operating Cox News Service, which collects and distributes stories, photos, and graphics from the Cox papers and bureaus. Cox also distributes material to the 650 worldwide subscribers of the New York Times News Service.

"Our online content model complements our printed news publications," says Perry Patrick, director of pagination technology for COXnet, Cox Newspapers' technology and services arm. "The key to our success is the ability to create exceptional print content and then leverage it for the Web or for services like Cox News Service."

Improved content and delivery

Using its previous publishing solution, repurposing print content for electronic delivery was a time-consuming and costly process requiring extensive custom software programming. But today, Cox Newspapers is streamlining cross-media publishing initiatives while enhancing the look of both print and online publications by converting its full newspaper chain to the Digital Technology International (DTI) NewsSpeed newspaper publishing suite, based on Adobe InDesign and InCopy software. The new solution is a cutting-edge pagination system that promotes a more streamlined workflow and gives designers a rich set of powerful, integrated design tools for enhancing the quality of publications.

"As a publishing platform, DTI NewsSpeed, Adobe InDesign, and InCopy support our ability to continually improve both content and delivery," says Patrick. "We've found that the system streamlines design and editorial processes and improves the quality of all our materials. Plus, with support for XML in InDesign, we're saving substantial time and money that were once spent developing the custom software needed for cross-media publishing."

Making the transition

COXnet has already converted several Cox newspapers to the DTI NewsSpeed, Adobe InDesign, and Adobe InCopy publishing solution: *Grand Junction Daily Sentinel, Dayton Daily News, Springfield News Sun, Hamilton JournalNews,* and *The Middletown Journal.* The next implementation of the new publishing system will be at *The Atlanta Journal-Constitution*, will involve more than 600 users, and will be in production on the new system starting in 2005. The DTI solution is used in conjunction with components of Adobe Creative Suite, including Adobe Acrobat®, Illustrator® CS, and Photoshop® CS software.

Stunning text effects are just a few clicks away with Digital Technology International's NewsSpeed publishing suite, based on Adobe InDesign and InCopy software. Advanced typographical controls in InDesign enable designers to use type as a key artistic element in page layouts.

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Perry Patrick, director of pagination technology, COXnet

Designers at *Dayton Daily News* are creating more eye-catching visuals like this transparent Mickey Mouse balloon using built-in transparency effects in InDesign. Thanks to the tightly integrated DTI publishing environment, designers can create, preview, and experiment with effects more efficiently than before—giving them more freedom to improve the design quality of their publications.

Long before starting its first implementation of the new system, COXnet hosted a three-day InDesign training session to familiarize staff with the software's capabilities. Later this training proved especially helpful for designers who were accustomed to having only a few tools available to them, but who now have a wealth of creative options. COXnet also formed working groups that continue to meet regularly to discuss issues, share solutions and workarounds, and pool resources.

Rapid content reuse

Support for XML in Adobe InDesign enables Cox to reuse existing content and portions of layouts quickly and easily. Once pages are complete, the page content is saved as XML files that are stored in DTI databases at each Cox newspaper. All of the news, graphics, and ad databases throughout Cox are networked, making it as easy for an Atlanta staffer to access the DTI database of the Austin paper as it is to access his or her own. Staff can then repurpose the content in materials delivered online or reassemble it for use in other Cox print publications and Web sites.

Enhanced design and layout

The new solution also helps Cox improve the look and quality of its publications. The newspapers' previous solution required designers to take a fragmented approach to handling text, page layout, and images. With DTI and Adobe InDesign, staff has a broad set of creative tools, a streamlined workflow, and a far more integrated working environment that makes creating effects fast and easy.

Using the built-in tools in InDesign, designers can create gradients, drop shadows, and other effects. Any edits to images or effects can be made within the DTI environment because of the seamless integration between InDesign and DTI's database publishing interface. In addition, the ability to visualize pages onscreen as they are being built promotes enhanced quality and reduces the need to continually print proofs to view work in progress.

Company
COXnet, Cox Newspapers Inc.
Atlanta, Georgia
www.coxnews.com

Challenge
Streamline cross-media publishing while enhancing design and layout quality across a major newspaper chain.

Solution
Take advantage of support for XML in Adobe InDesign software to make cross-media publishing more efficient and cost-effective. Use sophisticated features like transparency and drop shadows in InDesign to produce more sophisticated and eye-catching layouts.

Benefits
Eliminated software development time and saved money that was previously spent developing custom scripts required for cross-media publishing. Improved the look of print and online publications.

Tool Kit
- Adobe Creative Suite. Products used include:
  - Adobe Acrobat
  - Adobe Illustrator CS
  - Adobe InDesign CS
  - Adobe Photoshop CS
- Adobe InCopy
- DTI NewsSpeed
- Apple Power Macintosh computers running Mac OS X

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> Perry Patrick,
> director of pagination technology,
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Cox Newspapers is using Adobe Creative Suite, including InDesign, to create both editorial layouts and ads. Quality enhancements are especially noticeable at newspapers with small staffs, because designers can generate more sophisticated pages and ads with fewer resources.

"Having database assets and the Adobe InDesign tools in a single integrated system saves hours each day in the overall production workflow," says Patrick. "That's extremely important because our newspapers are always on tight deadlines."

As a result of the improved workflow, designers have the time and resources to add creative effects to more areas of the newspaper, instead of only having time to generate visually appealing section fronts. "Since moving to InDesign, the quality of the graphics at our newspapers is noticeably improved," says Patrick. "The improvements are especially noticeable at newspapers with small staffs, because designers are able to generate more sophisticated pages with fewer resources."

DTI NewSpeed and Adobe InDesign also make it easier to generate pages or sections as Adobe Portable Document Format (PDF) files for archiving. At newspapers that have switched to InDesign, creating Adobe PDF files is now a reliable process that takes a matter of minutes.

Supporting a successful business model

For Cox Newspapers, Adobe InDesign and InCopy support the newspaper chain's successful business model, which requires the company to reduce costs; repurpose content for a variety of media; and produce publications that appeal to savvy, visually oriented audiences. "We've always looked to technology to give Cox a competitive advantage," says Patrick.