



► Norfolk (NE) Daily News

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Les Mann
General Manager
Norfolk Daily News

Company: **Norfolk (NE) Daily News**

Circulation: 17,125 daily

The **Norfolk Daily News** uses AdMAX™ for retail and classified advertising, SCS/Track™ for ad production and digital ad asset management, Layout-8000™ for display ad dummyping, SCS/ClassPag™ for classified pagination, and Scoop **SCOOP** for editorial, along with FotoWare tools for image management and QuickWire tools for wire services.

The *Norfolk (NE) Daily News* has installed an enterprise-wide editorial and advertising solution from Software Consulting Services, LLC (SCS). The newspaper's installation manages the newsroom, image management, retail and classified advertising, classified pagination, ad production and asset management and ad layout. The *Daily News* is an independent daily with a circulation of 17,125. SCS systems at the *Daily News* are also used to produce the *Norfolk Area Shopper* and the *Albion Advisor*.

"The main reason we favored SCS was its concept of integration," explained Les Mann, General Manager at the *Daily News*. Instead of disparate advertising, layout, editorial and other publishing systems, SCS offered an integrated enterprise publishing system. Mr. Mann added, "Since it's a fully integrated system, when an ad sales rep puts information in, for instance, never before has that information gone through the whole plant. Information from that person impacts everything down the line, including production and billing. It's something our staff is still learning. Eventually, we'll benefit from the efficiencies of that integration. We're anticipating considerable productivity gains because of the close integration of all our systems."

Layout-8000™ for ad dummyping, SCS/Track™ for ad production and AdMAX™ for retail advertising were installed in 2004. AdMAX for classified advertising and SCS/ClassPag™ for classified pagination went into live production in February, 2005. The Scoop editorial system was installed in June, 2005, along with QuickWire tools for wire handling and FotoStation Classic for image management. The newspaper uses the Scoop editorial system for reporting, archiving and page production with Adobe InDesign®. Mr. Mann observed about the installation, "We felt SCS understood us more than some of the other vendors. That's been our experience with SCS across the board, with customer service too. By and large, *Norfolk Daily News* staff members are in agreement that while it's difficult to make such a wholesale change in systems plant-wide, SCS has worked hard to make it as easy as possible."