



► The Tribune Company

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Susan Hillesland
Systems Project Manager
The Tribune Company
Chicago, IL

During the evening of July 26, 2006, with support staff from both CCI Europe and Software Consulting Services, LLC (SCS) standing by, the *Baltimore (MD) Sun* produced its first classified product (its Maryland section) using the new AdDesk Sales system from CCI and SCS/ClassPag™ from SCS. As Angelina Francisco, the CCI AdDesk Sales project manager in Baltimore, reported the next morning, "The pagination process ran smoothly and we were able to paginate the ads for Tuesday's edition. The phased implementation approach appears to have been the right way of implementing the system. There are many lessons-learned in the process that other business units can learn from."

In late 2003, Tribune Company began a search for a classified pagination system to provide a seamless integration with CCI's AdDesk Sales. SCS of Nazareth, PA was asked to submit a proposal.

The SCS/ClassPag product was selected. Several factors helped turn the decision toward SCS. SCS/ClassPag was already in production at two Tribune Company papers - the *Chicago (IL) Tribune* and *The Allentown (PA) Morning Call*. All parties involved, including SCS, were praised for the quality and speed of these installations.

Equally important was that SCS committed to interfacing to a variety of existing front-end systems at Tribune's eleven daily newspapers. These included various versions of four legacy classified systems which had to be supported in addition to eventual migration of all to CCI's AdDesk Sales. This phased approach allowed full redundancy for the classified pagination function and made the cutover to CCI AdDesk Sales a much less anxious process. It's always easier to manage the change of two systems one at a time rather than both at once.

Creating intermediate interfaces from the myriad existing front-end systems was an interesting challenge for SCS. For example, two of the sites were using different versions of one of the legacy systems. Neither version was able to output EPS images of the liner ads for SCS/ClassPag to place. What was available was the raw, marked-up text for each of the ads. SCS's task was to recompose each of the ads, producing exact duplicates of the ads as currently composed, so that the billing information would be correct. Other challenges included the lack of an up-to-date composition manual, no way

Company: **The Tribune Company**

The leading US major-market newspaper group, with the third largest circulation, The Tribune Company publishes the following daily newspapers:

- *Los Angeles (CA) Times*
- *The Chicago (IL) Tribune*
- *Newsday (Long Island, NY)*
- *The Sun (Baltimore, MD)*
- *South Florida Sun-Sentinel (Fort Lauderdale, FL)*
- *Orlando (FL) Sentinel*
- *Hartford (CT) Courant*
- *The Morning Call (Allentown, PA)*
- *Daily Press (Newport News, VA)*
- *Hoy*, a Spanish-language newspaper (New York, Los Angeles and Chicago)

The Tribune Company has selected SCS/ClassPag™ as the corporate application.

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SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.



to get help from the original vendor and many custom composition commands created without documentation with authors no longer around.

Using classified dumps of raw text, each paper's format library, font library and printed copies of the corresponding classified sections, SCS was able to reverse engineer both versions of the legacy composition engine. This involved much cooperation between each paper's IT staffs and very clever, intensive programming by the SCS "Toolsmiths." How many people can read Postscript fluently, diagnose problems in EPS files and adjust programs until everything matches the printed examples?

Each paper was allowed to keep the "look and feel" of their classified sections in order to best serve each local market. Classified sections varied widely in their indexing, sort sequences, display ad stacking practices and header use. Although SCS/ClassPag was already feature-rich, some fine-tuning was done at each site. The distribution of frequent SCS/ClassPag builds allows each customer to benefit from the enhancements of others.

Tribune and SCS produced a rollout schedule to implement SCS/ClassPag in all of its remaining newspapers. A strategic decision was made to standardize on SCS/ClassPag first, providing a stable target for AdDesk Sales output.

The Orlando (FL) Sentinel, Baltimore Sun and Ft. Lauderdale (FL) Sun-Sentinel went live with SCS/ClassPag in 2005; Newsday, The Los Angeles (CA) Times and Hartford (CT) Courant went live in 2006.

As the rollout of SCS/ClassPag began, additional requirements surfaced. All newspapers needed to renumber their classifications to conform to a common scheme. SCS was required to support a CCI order entry migration strategy to receive ads from both the legacy and CCI systems over a 30-day period. On go-live day, all new ads would be taken on CCI while existing ads would continue to run until expiration.

SCS and the SCS/ClassPag team were able to respond quickly to all of Tribune Company's requests. SCS uses the "agile" development philosophy, which employs rapid application development using a series of incremental software releases. This methodology has worked remarkably well for Tribune Company papers. "SCS is our classified pagination development partner," says Susan Hillesland of Tribune Publishing, who heads up the corporate-wide SCS/ClassPag rollout and manages the vendor relationship. "They have demonstrated a continuing commitment to the profitability of our advertising sections and truly work hard to give us what we need at a fair price." SCS not only supported the Tribune's initial SCS/ClassPag startups, but also their classification renumbering, merging of conversion files and the first production runs of the new CCI AdDesk Sales interface.

SCS most recently supported two additional Tribune AdDesk Sales implementations at the *Orlando Sentinel* and *Chicago Tribune*. The goal of a seamless integration was successfully achieved at these papers as well.

"We view SCS/ClassPag as a proven, long-term solution for metro and mid-market newspapers."

Nancy Scholl
System Planning Manager
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