



CASE
STUDY

BUCKS COUNTY
HERALD

The Bucks County Herald leverages the Community Publishing System provided by Software Consulting Services to **streamline its editorial processes.**

SITUATION

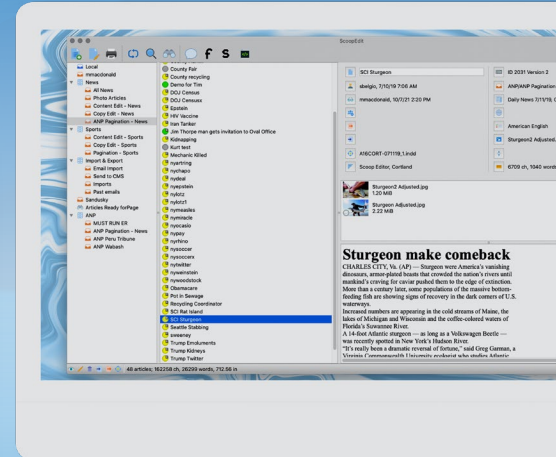
The Bucks County Herald (Herald) provides award-winning local news, both online and print, to more than 250,000 weekly readers. Owned by the Wingert family, the newspaper also publishes a broad array of special sections and publications that inform and entertain its readers. Now in its twentieth year, the Herald has deep ties to the community that translate into exceptional editorial content for readers and value for advertisers.

In 2012, the team at Software Consulting Services (SCS) discovered that the Herald needed a new advertising and production workflow built into an affordable, modern system. The Herald's processes were extremely manual and it didn't have the resources to address things like server hardware, infrastructure, and updates.

"Back then, it was crucial that we have a system that would automate our advertising workflow," said Joe Wingert, the current publisher of Herald. "We reached out to the SCS team, and they came through for us."

To assist the Herald, SCS installed the Community Advertising System. The solution combines retail and classified order entry with accounts receivable, automated ad dummyming, and classified pagination and ad building. It also features online self-service tools for online proofing, e-tearsheets and much more. This system so transformed the Herald's advertising workflow that in 2018, Joe asked SCS to improve the newspaper's editorial workflow as well.

"We needed a comprehensive upgrade that would help facilitate our need for growth," said Joe. "Since our inception, we've been a well-read print publication. While we're doing well in print, we're also doing better in digital. And one thing we haven't had was a database that we've been able to create that would improve our print and online workflow."



“
The SCS team is a great group to work with. They aren't just trying to sell a service. They care about our needs, and they provide the right solution.”

JOE WINGERT
Publisher
BUCKS COUNTY HERALD

SOLUTION

To assist the Herald with its plan for growth, SCS implemented its Community Publishing System (CPS). CPS manages content creation and curation, facilitates edition planning, provides a tool for page tracking and edition monitoring, offers multi-channel distribution options, and archives all content.

"This system enables us to increase our capacity to both create content and layout the pages that we create on a weekly basis," said Joe. "But the main value of the database is that it enhances our ability to create. Not only that, we now have a searchable database of our content."

The previous manual workflow has now been replaced with CPS's automated content-creation tool. There are no more hardware or software issues to speak of since the SCS subscription service includes managed services. This means that SCS provides the hardware on which the software runs, and SCS keeps the operating system and all installed software up to date.

"We work with more than forty freelance writers, and there are three editorial people here who manage all of those freelancers," said Joe. "Previously when stories came in, they were managed through email and logged in a giant Excel spreadsheet, which took a lot of time to handle. Then those stories sit in file folders until it's time to publish them. It was an extremely cumbersome process."

Now, editors no longer have to open emails and read stories when they come in. Stories automatically enter the system via email with the writers' names attached. Once stories are in the system, editors can immediately start working on them.

"The process is transparent so that everybody can see what other people are doing in the system," said Joe. "And, as the stories progress through the system, it keeps a record of each iteration of every story during the editing process."

When stories are ready for print, they get automatically placed in InDesign. The Herald can arrange for the stories to place on a specific page or on a specific page number. Then, editors can look at a live version of it so they can edit it.

"Our new workflow is amazing," said Joe. "It has made us ready for future growth."

RESULTS

Increased efficiency

Now that manual processes are eliminated, the editorial staff of the Herald can work more efficiently.

Improved editing process

"The Community Publishing System saves us a lot of time while improving the accuracy of our stories by virtue of having the editing process start earlier," said Joe.

Enhanced layout workflow

"Our art director loves the Community Publishing System and thinks it's one of the best systems he's ever worked with," said Joe. "Given his experience with multiple systems, that's high praise."