

Northern Ireland's largest Newspaper Rollouts new Editorial System

Following our successful partnership with The Independent, on the implementation, training and support during the rollout of their new Editorial system, Headline were asked to join The Independent again to provide the same services to the Belfast Telegraph.

The Requirement

The Belfast Telegraph produce a daily broadsheet consisting of four editions a day, as well as a daily compact, a Sunday paper and a weekly community newspaper.

Migrating from an existing Terra Editorial system, the requirement was to train their editorial staff on how to produce the titles using the new editorial system. The new system consisted of Atex's Enterprise Content Manager, QuarkXPress and Quark CopyDesk.

Many of the editorial staff had never seen or used QuarkXPress before so basic Quark training was needed.

The Approach

Headline provided two trainers to work closely with The Independent and the Belfast Telegraph to understand fully the basket structure and copy workflow.

We designed separate training courses tailored for each job role. Three courses were designed consisting of a one day writers course, a one-day sub editors course and a four-day designers course.

A series of 'quick reference guides' were designed to provide users with a step by step reminder on common tasks within the system as well keyboard shortcuts.

Eight editorial users, who were nominated to become super-users received a 10 day intensive training course from us. This consisted of designing and laying out pages using QuarkXPress, how to use Quark CopyDesk for down table subbing and the Atex Contact Manager.

The super-users were asked to produce the various QuarkXPress page templates required for

each publication and section. Headline provided advise on the best approach for building these templates and supported the users during this build process.



BELFAST TELEGRAPH

The Training

The training each week started with the writers course, followed by the down table subbing course and finally the page design course.

Most of the users had never seen QuarkXPress before and so had to get familiar with the complexities of producing pages using this product.

The rollout of the new system was phased by title and section, so as each group of users were trained they would go-live on the new system the following week. It was imperative that the training was to high standard, providing the users with the confidence they needed to produce their sections on the new system.

After each training course, Headline would provide additional floor walking support to those users who had gone live.

Working closely with the support team from The Independent and the Belfast Telegraph we had regular reviews on the project, so that training could be updated and adapted accordingly. This also gave us the opportunity to revise the user 'quick reference guides' when processes changed.

The Success

This was very exciting, challenging and fun. The editorial team are still able to hit their normal deadlines and are able to concentrate on the normal daily challenges of producing a newspaper. The success was due to editorial's ability to embrace the new system and the close working partnership between Headline, The Independent and the Belfast Telegraph.