

Recycle, Reuse, Repurpose: How to Multiply Your Content Investment

- Travis Hicks, Director of Product Development, Thompson Publishing
- Donna Jefferson, CEO, Jefferson Communications

Panelists:

- David Foster, President, Business Valuation Resources
-

Recycle, Reuse, Repurpose: How to Multiply Your Content Investment

Travis Hicks, Director of Product Development, Thompson Publishing

Donna Jefferson, CEO, Jefferson Communications

David Foster, President, Business Valuation Resources

Greg Krehbiel, Track Chair

Discussion Outline

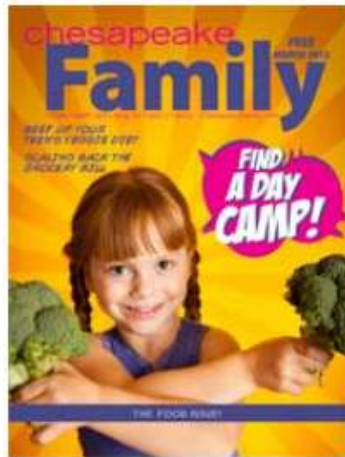
- Quick repurposing strategy overview
- The economic opportunity
- Workflow issues
- Technology and integration
- The changing definition of good content

And...discussion points

BVR Overview

- Content inputs for the business valuation market
 - Data
 - Training
 - Books/Guides
 - Partner content
 - Journalistic inputs
- Content outputs
 - “Multi-level distribution”

Jefferson Communications Overview



Monthly magazine
Weekly E-newsletter



Weekly E-Zine



3 Annual Guides

2 main websites

ChesapeakeFamily.com

ChesapeakeInspired.com

9 Directories

Social Media:

(Pinterest, Facebook, Twitter)

All content is

FREE



Thompson Publishing overview

- Overview of content conversion of 150 books and eight DRL libraries; acknowledgement of company's inexperience in the digital marketplace
- Overview of diverse coverage areas and recognition that, while similar, each of those verticals require diverse approaches to content presentation

Economic Imperative--Jefferson

Readers expect content across all platforms and for the content to be available on demand.

But:

↑ Content ≠ Automatically ↑ Revenue

Create content once, repurpose multiple times to save on editorial costs and reach across all platforms.



Maximizing Re-use Economics-BVR

- Product creation and sales/marketing channels
 - Lead generation
 - Sales at all levels
 - Use of
- An economic template
 - BVR's model
 - What are your key metrics

Workflow: Database

Web First

One database entry is used multiple times.
(Joomla!MosetsTree)

Self-entry of schools into database is used for:

- Web directory listing
- Monthly guide
- Annual guide
- Special section
- Individual Facebook postings



Indian Creek School

6901 Evergreen Road, Croftonville, 410-623-3880, indiancreekschool.org
Our full-day Pre-K through 12th grade curriculum includes language arts, math, social character education, and of course, plenty of time to play. All taught in a warm, inclusive community.
3 years - 12th Grade | Before & After Care | Total Enrollment: 600 | Tuition: \$12,555-24,850

Key School, The

Key School is coeducational school serving

Private School Directory

Anne Arundel County

Featured Listing
Albert Family Aleph Bet Jewish Day School
1125 Spa Road, Annapolis, 410-263-9044, alephbet.org
Challenging general studies curriculum balanced with a pluralistic approach to Jewish history, traditions, and values for full-day kindergarten through 12th grade. The school provides low student-teacher ratio, instruction to address individual strengths and needs, and a welcoming and inclusive community.
3 years - 12th Grade | Before & After Care | Total Enrollment: 50 | Tuition: \$11,500/yr | Uniforms Required: No | See our ad on page 21

Featured Listing
Annapolis Area Christian School
710 Ridgely Road, Annapolis, 410-263-9231, aacsanet.org
We engage students in an education of excellence enabling them to impact the world through a growing relationship with Jesus Christ.
4 years - 12th Grade | Before & After Care | Total Enrollment: 910 | Tuition: \$3,565-15,290/yr | Uniforms Required: Yes | See our ad on page 34

Featured Listing
Archbishop Spalding High School
8080 New Cut Road, Severn, 410-988-8105, archbishopspalding.org
Catholic, college-prep, grades 9-12. Honors, A.P., "Pathways to Engineering", and outstanding Music curriculum. Situated on a 55-acre campus welcoming students from more than 55 middle schools. Co-curricular activities include 21 sports and more than 30 clubs.

Address	534 Hillsmere Drive, Annapolis, MD 21403
County	Anne Arundel
Telephone	410-263-9231
Website	www.keyschool.org
Date Established	1958
Youngest Age	3 years
Highest Grade Available	12th Grade
Awards-Certifications	Accredited by the Association of Christian Schools International (ACSIS) approved by the State of Maryland
Is Extended Care Available?	After Care
Total Students Enrolled	700
Tuition	\$12,555-24,850
Applications Due	Rolling
Is financial aid available?	Yes
Application Fee:	\$45
Average Class Size:	16-18

831 Sandwell Road, Annapolis, 410-852-7100
Curriculum and physical education driven, academic and health conscious. Home of the "Key" mascot. Call Pre-K-4 Before and After Care | See our ad on page 21

40 Chesapeake Family | January 2013
For detailed listings

Private School Open Houses

Considering private school? An open house is a great way to see the campus, meet teachers and learn more about the schools you're considering. From preschool to high school, the schools listed below have something to offer almost everyone. For more information on private schools visit ChesapeakeFamily.com.

Aleph Bet Jewish Day School
1125 Spa Road
Annapolis, MD 21403
410-263-9044
alephbet.org
Open Houses: Tues. Nov. 6, 2012 9-11:30 am; Thurs. Jan. 10, 2013, 9-11:30 am
Aleph Bet offers a challenging general studies curriculum, balanced with a pluralistic approach to Jewish history, traditions, and values for full-day kindergarten through fifth grade. The School provides low student-teacher ratio, instruction that addresses individual strengths and needs, and a welcoming and inclusive community.

Archbishop Spalding
8080 New Cut Rd
Severn, MD 21144
(410) 868-8105
archbishopspalding.org
Open Houses: Sun. Oct. 28 with hours at 12:00, 12:30, 1:00, 1:30, 2:00pm
As a Catholic college-preparatory secondary school, Archbishop Spalding High School is committed to challenging our students to grow spiritually, academically, physically, and socially. The school community provides a caring environment that affirms the dignity of the individual and promotes learning.

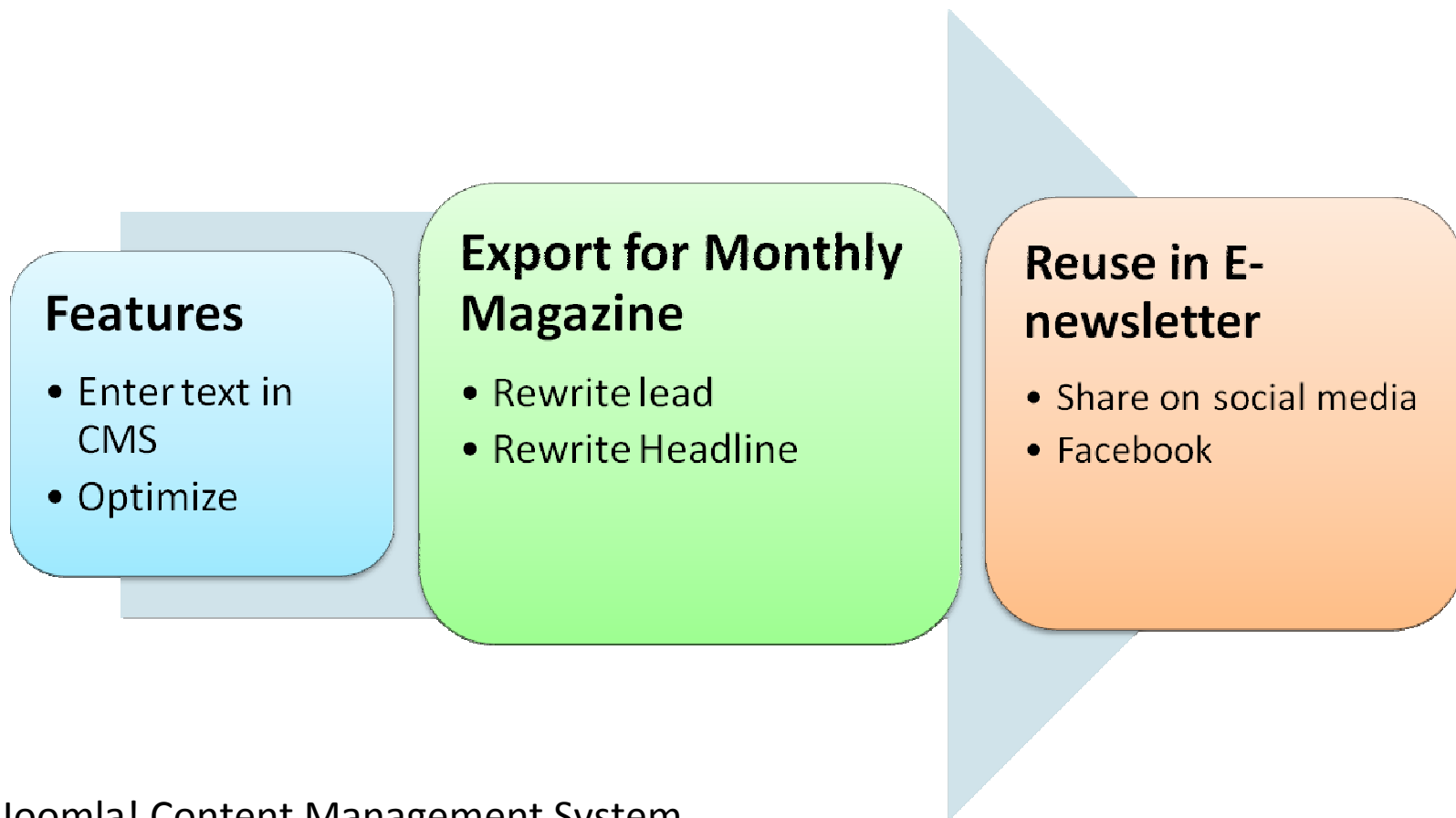
Annapolis Area Christian School
410-519-5300
www.aacsanet.org
Admission Showcases
Lower School (Pre-K - Grade 5)
710 Ridgely Avenue, Annapolis 21401
Fri. Nov. 2, 2012, 9-11:00 am
Fri. Feb. 1, 2013, 9-11:00 am
Middle School - 716 Bastgate Road, Annapolis 21401
Fri. Oct. 18, 2012, 9-11:00 am
Fri. Jan. 25, 2013, 9-11:00 am
Upper School - 108 Burns Crossing Road, Severn 21144
Thurs. Nov. 8, 2012, 4:30-6:00 pm
Thurs. Jan. 10, 2013, 4:30-6:00 pm
Annapolis Area Christian School (AACS) has been serving Maryland families for 40 years, providing an excellent, distinctly Christian education from PreK through 12th grade. Founded in 1971, AACS is an independent Christian day school that offers a college preparatory academic curriculum, a competitive athletic program for boys and girls in the middle and upper school as well as outstanding fine arts in theater, choral, band, and visual arts. AACS is a vibrant community of educators and parents who unite to nurture Christian faith, to build Christian character, and to foster personal achievement in students of all ages.

Arundel Bay Christian Academy
958 C Lower Pindell Road
Lothian, MD 20711
301-852-0123
www.ArundelBay.org
Open Houses: From 9:00 am - 11:00 am - Thurs. Nov. 8, 2012; Tues. Jan. 15, 2013; Tues. Feb. 5, 2013; Tues. Mar. 5, 2013.
ABCA has served Maryland families for over 20 years. ABCA offers a solid academic program, which is recognized by the Middle States Association of Colleges and Schools and Association of Christian Schools International. Our curriculum is integrated with a strong emphasis on the teaching of our Christian faith. Our goal is to pursue excellence in every area of our school as we seek to prepare students to understand and live life according to biblical principles.

Bowie Montessori Children's House
5004 Randonstone Lane
Bowie, MD 20715
301-262-3566
www.bmch.net
Open Houses: Tours by Appointment
Providing excellence in education since 1967 with the vision of Mrs. Anne Byron Riley, A.M., BMCH is a non-profit, non-discriminatory, and non-sectarian school. Set on a 22-acre ecological campus, the buildings and campus provide the atmosphere and setting promoted by Dr. Maria Montessori for the most effective learning.

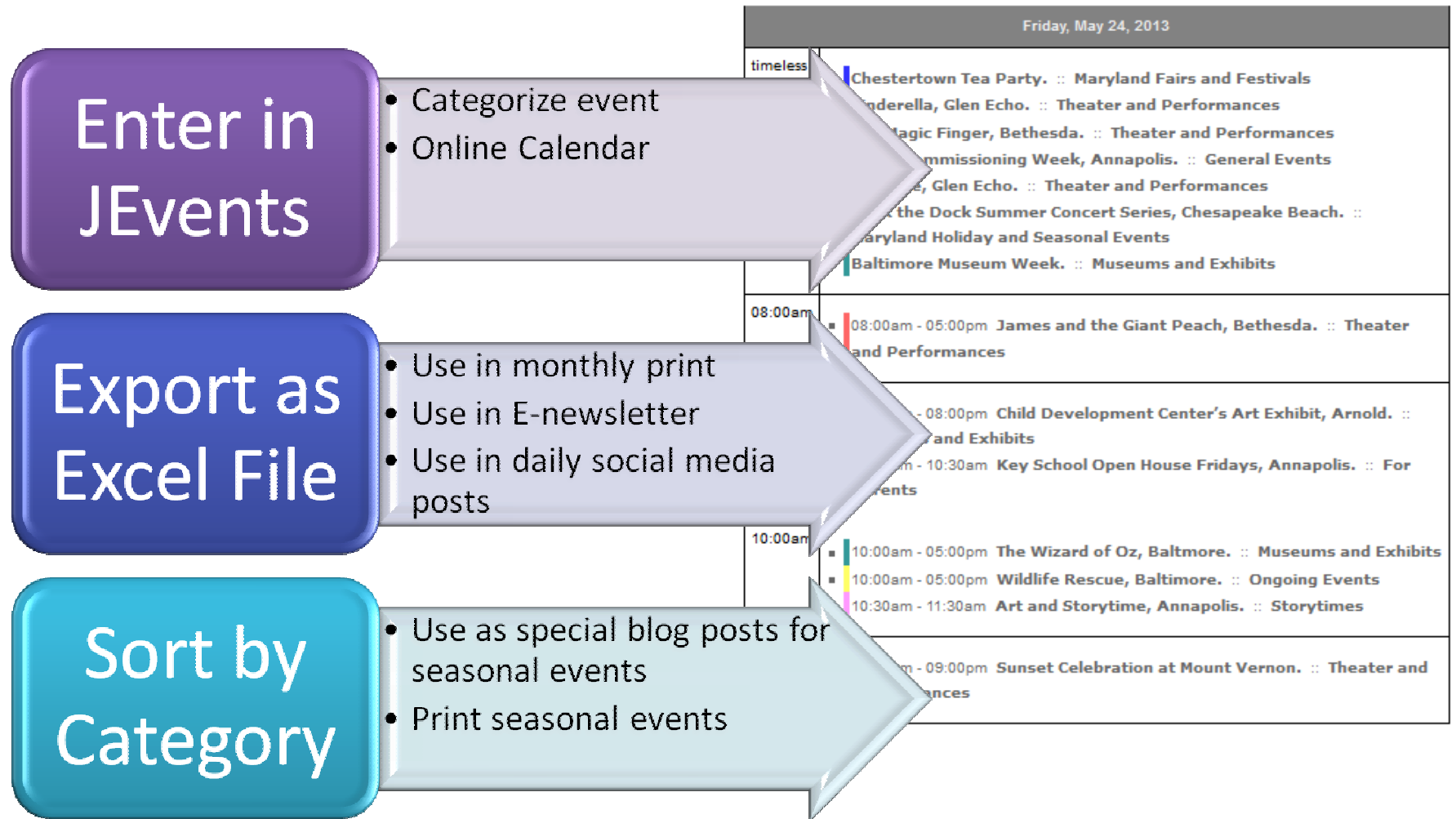
PRIVATE SCHOOL DIRECTORY

Workflow: Featured Content



Joomla! Content Management System

Workflow: Calendar of Events



Use Jevents and custom exporter

Workflow Considerations, con't

- Thompson
 - How have we trained editors?
 - How has production workflow changed?
 - How has the editorial review process changed?
 - Discussion of how everything has been without a content management system
- BVR
 - Publishers rather than editors
 - Can a revenue stream be expanded to the point it supports at least one content leader?

Thompson-Technology & Integration

- “Digital Research Library”
- Structure, i.e., news as front facing with books as the primary driver of the subscriptions, but also including primary source material
 - Content integration, with issuances of new primary source material informing news, which, in turn, informs book updates
 - Ultimately this forms the basis of our initial and basic repurposing of content, as there is no need to write the same thing twice; instead it can be “tweaked” to fit the particular medium

What is good content-Thompson

- Workflow Tools
 - Repurposing analytical content, Partnership with HotDocs
- Using subscription content as the basis for free content to generate trials
 - HR Employment Law Basics/Grants Essentials
- Blogs
 - News stories from the site are edited down and placed on free blogs with links back to the site in an efforts to generate new traffic
 - Analytics shows that this works, particularly on the HR site
- Manager's Corner
 - Based on feedback from a panel at an HR industry conference, we learned that HR managers wanted distilled, short one- to two-page flyers that they could send to their hiring and floor managers to ensure they were complying with federal employment law
 - We used book content to create pdfs that could be printed or emailed

What is good content--Jefferson

- Informative
- Local sources
- Exclusive to us
- Timely
- Well-written

Content to re-purpose:

- Includes multimedia
- Unique
- Of Local interest
- Fits into one of our categories of coverage
- The best content will want to be shared and encourage advertising support



Needed for Repurposing

- Clear definition of content categories and keywords
- Good content management system
- Easy-in and easy-out (export content from website)
- Working calendar with all platform deadlines including multimedia needs which should be assigned with original article
- Editorial staff understanding of requirements for repurposed content

