How to Fix the Bottlenecks In Your Content Workflow

Rethinking Editorial Workflow for Your Periodicals

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ePublishing

Leading B2B media platform provider – an enterprise publishing system

Pillars for Success

Revenue
Increase and diversify revenue

Operations
Improve staff and user productivity

Engagement
Driving deep reader engagement
20th Century magazine production

• Photocomposition
• Cut and paste
• Film
• Desktop publishing
Articles

- Written in Word docs
- Saved in folders on desktop
- Transmitted by email
- Previous content saved and managed in old folders
Today’s most common editorial workflow

- Word Docs submitted
- Articles edited
- Rewrites
- Edit, track versions
- Fact checking
- Copy edits
- Proofing
XML workflow

@article{articletype
feature
@subjectsslug
talking about technology
@head
Achieving Systemnet in Technology
@deck
Merged organizations need to consider technology on an enterprise level
@webhead
Webhead here
@webdeck
Webdeck here
@skdebarhead
snapshot
@skdebarbody
When clinical and information technology is implemented in the service of enterprisewide strategy, it can unify newly merged organizations.
@byline
By Anthony Montagnolo
@body
In the same way “it’s the economy, stupid,” took hold during the 1992 presidential campaign, “it’s the system, stupid,” has become conventional wisdom in health care. As in: “Our provider network will now become a truly integrated health care system” or “Our health care system must undergo a shift to patient-centeredness.” The ongoing consolidation of hospitals into ever-larger systems.

Hard dollar ROI from RTLS in hospitals and healthcare facilities

Tracking equipment, maintenance and even patient eliminate waste and improves operations.

By Jake Cunard

Anyone who has lost their keys has wished for a real time location system. With the maturation of auto-ID technologies, knowing the location, status and movement of equipment and people, a true Real Time Location System (RTLS), can be created with relative ease.

Although businesses of many types are gaining valuable information this way, the chaotic nature of hospital has made the healthcare industry eager adopters of RTLS. As useful as it can be knowing where every forklift or hard drive is at any given moment, in a hospital the monitoring of expensive assets and staff and patient movement can be critical. In hospitals has become so well known it has attracted many. Because of the prevalence of Wi-Fi in many hospital settings, there have been articles proclaiming it as the obvious choice. However, most obvious is not always best.

Cost-saving alternative to crowded, less accurate Wi-Fi

By combining unparalleled innovation in technology with a uniquely innovative business approach, San Diego, California-based Awarepoint is a game changer. More than ever, hospitals must invest in solutions that offer rapid a return on investment (ROI). Awarepoint’s wireless sensor network RTLS, with the fastest installation time on the market and no disruption of ongoing operations, actually produces greater, and quicker, ROI.
The life of an article – from final edit

- Manage with desktop folders and email
- Emailed to Art Department
  - Saved in desktop folders
- Copied and pasted into InDesign
  - Formatted for page layout & design
  - Create PDF for printer
- Paste portion into or write teaser for newsletter
- Copy from PDF
  - Paste into web CMS
  - Divide into correct fields
  - Add tagging
- Convert to XML for licensees
YOUR NEXT CMS: Enter once, distribute anywhere

- Cloud editorial management tools
- Everyone works in system
- Integrated with newsletters
- Flow copy into InDesign
- Send via XML to licensees
- Headless
Don’t forget repurposing
Workflow questions & bottleneck indicators

• Are you writing in Word or Google Docs?

• In what ways does your CMS actually manage content?
  • Does your CMS help writers improve content?

• How many people touch each article?
  • Is one article ever in more than one workflow?

• Is copy-&-paste part of anybody’s job?

• Do you have a “web editor” who does anything besides write?

• Do you need a DAM (Digital Asset Manager)?
Content relationship with other stakeholders

• Is your publication website “off to the side?”

• How many different stakeholders (depts) produce timely content?
  • Could you share content conveniently if you wanted?
  • Is evergreen content being leveraged?

• How many free newsletters exist association-wide?
  • What do they link to? Strategically balanced?

• Who sells advertising, sponsorship or exhibits?
THANK YOU

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