



Presentation first held at Desk-Net Editorial Days on June 9th 2016 in Hamburg, Germany.

DESK-NET ROLL-OUT

THE EXAMPLE OF SÜDWEST PRESSE AND YOUR LOCAL NEWSPAPER

A SIMPLE OVERVIEW

09. JUNE 2016, EDITORIAL DAYS DESK-NET, ROBERT DÖNGES

SUMMARY

TOP 1	Launch Phase
TOP 2	Expansion phase
TOP 3	Results and Lessons Learnt
TOP 4	Prospects

LAUNCH PHASE

FIRST STEPS 2013-2014

Phase I

- Mid Oct. until Mid Dec. 2013 (2 Months): Introducing the Desk-Net Story and Event planning to more than 300 Employees (19 groups each trained 90 min.)
- January, February 2014: Follow-up training for common problems (Case studies for small groups)

Phase II

- until Mid-March 2014, parallel to the follow-up training
- Introduction to and coupling with Print partners
- Development of a workflow to notify stories to all our partners

Phase III

- Since April 2014
- Beginning of the multi-site story planning (notification to the main News desk)
- Experience exchange with all partners
- Agreement on work processes

LAUNCH PHASE

USING DESK-NET, THE EXAMPLE OF TOP STORY

Multi-site story planning

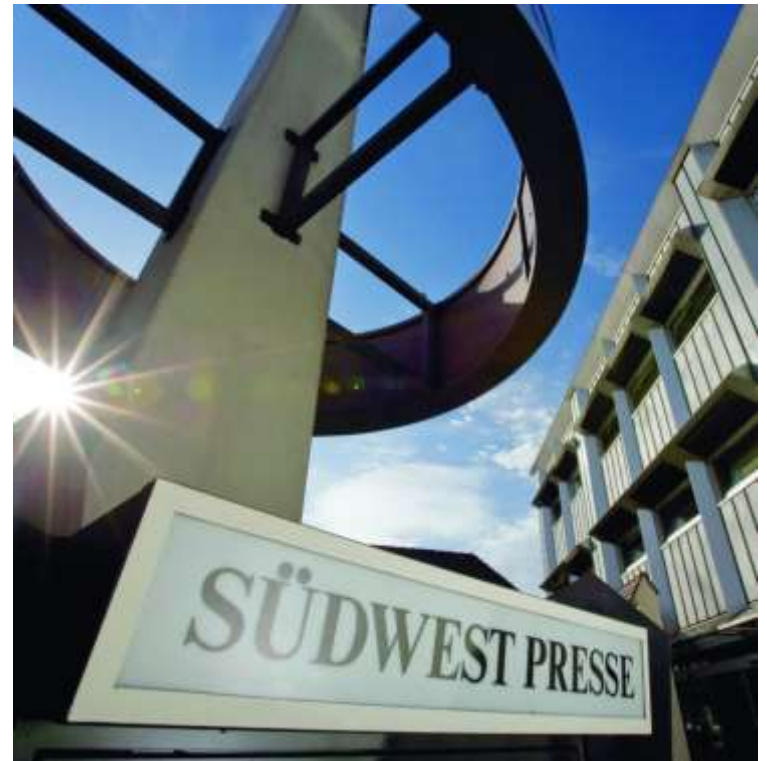
- Identification of two daily entries as Top Story
- Marking an entry as “Top Story” must be done until 6 pm the evening before the next issue (i.e. until Monday evening for the Wednesday issue)
- Screening the „flood“ of entries, done by our Südwestumschau colleagues (SWP Group) in Ulm (local desk)
- Efficient filtering of entries in order for the News desk to use them in SÜDWEST PRESSE
- Communication and coordination with the respective department / local editorial desks regarding the use of stories



LAUNCH PHASE

SÜDWEST-PRESSE-GROUP RESULTS

- Group wide introduction of Desk-Net
- First software to reach internal (parent company NPG) and external partners (Syndication customers)
- Positive feedback from users (useful planning tool, facilitates our daily work)
- Intensification of story transfers between National and Local desks
- Not using the tool to its full potential – extension to local desks and SWP Group



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EXPANSION PHASE

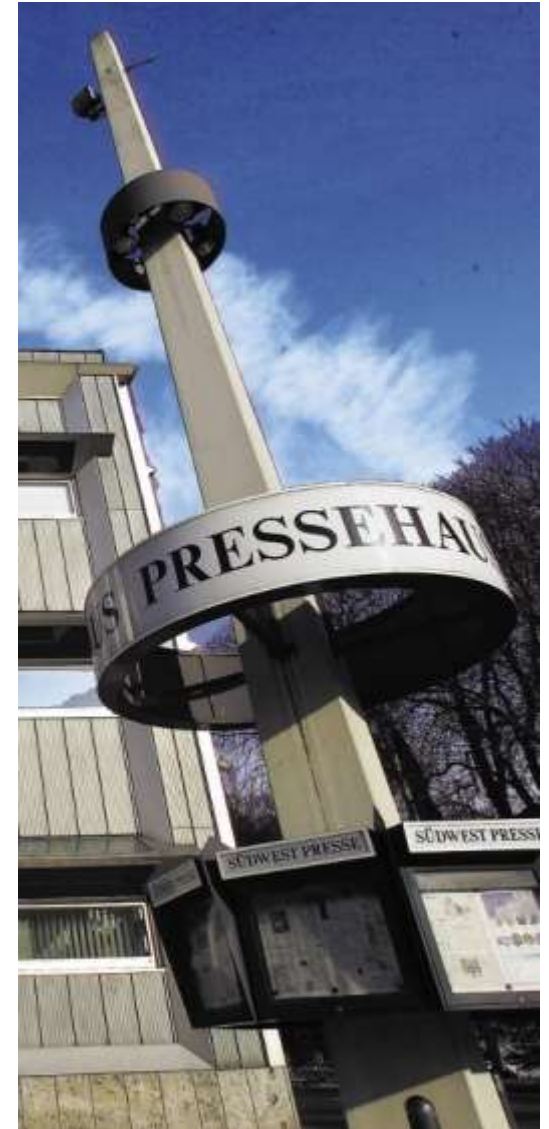
FIRST STEPS 2013-2014

- Desk-Net as a key planning tool in all national and local desks of the SWP Group
- Replacement of all existing planning instruments / tools
- Standardization of planning (organizational)
- Creation of opportunities through the editors mutual access of stories and the faster and more efficient planning of stories and events
- Simplification and unification of the news structure in Desk-Net
- Use of additional functions
- Using the experience from the introduction phase
- Second training phase to further broaden the basic knowledge
 - Advanced training course in various editorial desk of the SWP Group
 - Introduction trainings for publishing partners in Brandenburg (Märkisches Medienhaus)

EXPANSION PHASE

PRACTICAL EXAMPLE 10:30-CONFERENCE

- Demonstration of the stories of each desks using Desk-Net (Status Quo)
- Use of the data base for the 10: 30 Conference (Request: News desk, short-term planning, tomorrow's issue)
- Advantages:
 - Modification can be implemented live during the conference
 - Parallel planning via E-Mail made obsolete
- Creation of a “Critics board” in Desk-Net under “Shifts”: replacing parallel shifts plans



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RESULTS AND LESSONS LEARNT

Results

- Desk-Net is the key planning tool in all editorial desks of the Group
- Standardization of organizational processes
- Elimination of a-synchronous parallel systems
- Increase flexibility and efficiency in the story and event planning between the desks / locations



RESULTS AND LESSONS LEARNT

DESK-NET ROLL-OUT TO THE SÜDWEST-PRESSE-GROUP

Baden-Württemberg
(Abo-Auflage 268.557*)

14
LOCATIONS
344
EDITORS



Brandenburg
(Abo-Auflage 86.133 Exemplare*)

14
LOCATIONS
162
EDITORS



TIP 1

Who will have the Desk-Net administrative responsibility: the Users (managing editor or editorial service office)? Or should it be the in-house IT department? Fight against their mistrust in "shadow IT"!

TIP 2

Try Desk-Net in a Test Group first: Adjust the publication platforms, categories, which Formats do you need, do the admin rights fit? Do problems regarding the understanding and workflows appear? Are there misunderstandings somewhere and can they be resolved?

Develop these into a simple, practical standard as a recommendation that you can give when introducing the tool further.

One obvious lesson we learnt at that time was: Each desk works differently.

TIP 3

Find a deputy. Two heads are better than one
(especially during or after a 3 weeks holiday)

TIP 4

Editors are often reluctant to advice, as creative spirits planning is not something they are used to and thus need to be convinced of its usefulness. Therefore, prepare for the training and the questions of specific desks.

The argument you will always here ("We are a daily newspaper we cannot plan! ") Can be effectively counter argued by showing a current issue in which you highlight stories that are not new, i.e. which had been previously written – usually this makes up to 80% of the issue.

TIP 5

Find a person in charge on spot in every department. This can be the Manager, Editors assistant, or the secretaries. The person in charge is the key contact in that specific department and is in charge of basic administrative work. (This way you do not need to add every freelancer in the system yourself).



TIP 6

Do not expect praises or even appreciation from editors. "Net bruddelt ish g'lobt g'nug" mutters the Schwabe in his beard.

But most will say : I now see the use in working with Desk-Net

TIP 7

Push for further work development in your company using Desk-Net. Demand further planning steps from your Editorial team (such as conferences, shifts etc.). Simplify, the workflow with the planning tool.

And, very important: do NOT prohibit paper printouts! 😊

TIP 8

Important: follow through! Prepare a meeting once a year, where all desk, departments, editorial offices and various local news join. Find out where the problem are, and demonstrate new features and functions and offer additional training. Experience shows that the face to face discussion bring a lot more than chain e-mails that unfortunately disappear in the face of the daily activities.

SUMMING UP: 8 PRACTICAL TIPS FOR THE ROLL-OUT

1. **Set Administrative responsibility: editors or IT ?**
2. **Do a preliminary test with a small group: Does theory meet the practical needs?**
3. **Find a trustworthy deputy!**
4. **Prepare each training specifically.**
5. **Find a person in charge for each location**
6. **“Net bruddelt isch g'lobt g'nug”**
7. **Continue to push for work development using DeskNet !**
8. **Follow through, follow through, follow through!**

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LINKING DESK-NET TO YOUR NEW CMS

- Target / Vision: Desk-Net and your new CMS should be linked together so that data is transferred in both directions
- Conditions: ET-2 planning should be entered in Desk-Net, ET-1 should be checked in the morning and be approved
- Task (Assignments) in Desk-Net create a slim first draft of the article for InterRed, which can be drafted by the employees without using the CMS
- Articles land in the agency input of InterRed simultaneously via bidirectional API interface and at the same time feedback is sent to Desk-Net when the task has been completed
- When: After the introduction and consolidation of InterRed, planned for autumn 2016

THANK YOU FOR YOUR ATTENTION!

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