

Content DSI's New Process for Broadcast Interview Source's Yearbook of Experts® Cuts Production Time in Half



BIS' Goals

- Update print and PDF publications from a single source of content
- Streamline page composition
- Reduce print publication production time

The Solution

BIS now has a cost-effective system that automates production processes for both the print and PDF versions of the renowned *Yearbook of Experts, Authorities & Spokespersons*. The solution has collapsed production time in half, allowing BIS to publish the printed *Yearbook* twice per year, increasing revenue and providing more accurate information.

■ BACKGROUND

Since 1984, Washington, DC-based Broadcast Interview Source (BIS) has published *The Yearbook of Experts, Authorities & Spokespersons*®, a leading directory of subject-matter experts that is used by journalists and media outlets for identifying interview resources. A comprehensive “encyclopedia” of sources, the *Yearbook* has been featured in *Newsweek*, the *New York Times Magazine*, *The Wall Street Journal*, the *Washington Post*, the Associated Press, and many other news outlets.

BIS also has had a Web component since 1995 and in 2002 tried to eliminate the print edition. In 2003, the publisher relaunched the printed *Yearbook*, due to advertiser demand for the hard copy, which is distributed as a controlled circulation publication to news media. Today, BIS publishes the content in four versions: on the Web at www.Yearbook.com, as a PDF, in print, and via Lexis. Content DSI makes the print and PDF versions possible.

■ THE CHALLENGE

Prior to working with Content DSI, BIS had been updating its print directory using a combination of relational database technology and manual paste-up processes. In addition, the permissions process involved a cumbersome fax procedure that required multiple approval steps prior to publishing. The combination of these methods caused inefficient production, leading to publishing delays.

Following the launch of the Web version, BIS sought ways to produce the print product from its Web-based content. However, the table structure that had been in place for its Web product was not easily converted to the print version, so this was not a viable option. BIS needed a process that would leverage a single source of content to produce both versions and streamline the permissions procedures.

“BIS made the switch from being book publishers who had Web sites to being an information publisher offering many different formats,” states Mitchell P. Davis, Editor. “Simply put, our print products are now fully automated derivatives of our Web products and are designed to feed sales, traffic, advertising, and new memberships to our Web sites. Content DSI understands that our books are really just databases, but crunched out for paper –something Webmasters can’t do. They solved one of our biggest challenges.”

■ THE SOLUTION

BIS turned to Content DSI in 2003 for help in developing an automated production process that would enable the publisher to continually update directory information for the print and Web versions of the *Yearbook*. In less than one month, Content DSI developed and implemented a system using the auto-processing feature of XyEnterprise’s XML Professional Publisher (XPP), which allows production to be run without manual intervention. Here’s how BIS’ process works:

- BIS uses a “no-fault” permissions procedure in which advertisers access a Web link to review entries and send updates electronically.
- BIS sends an electronic file of the directory content to Content DSI to be sorted and prepared for composition.
- Content DSI composes the entire book. Content DSI generates index sections based on the publication’s main Profiles section and automatically resolves all page number references, using the CITI component of XPP.
- If an email address exists for the source, Content DSI adds hyperlinks to the PDF file to enable subscribers to link directly to the source.
- Composed pages are delivered back to BIS in a press-ready PDF file.
- The same PDF file is also used to update the online version of the *Yearbook*.

Technology Employed

XyEnterprise XPP

- Data conversion scripting
- Auto-processing
- CITI indexing
- PDF mark insertion
- Ad placement

Adobe Acrobat

- PDF creation
- Print/Web optimization
- Hyperlinks

Content DSI Company Overview

Content Data Solutions, Inc., a software and systems integrator, provides custom content management, cross-media publishing and e-business solutions to leading commercial publishers, industrial manufacturers and other content centric companies.

We apply proven methodologies and processes to help enable our clients to author, store and manage information from a central data repository, publish that information in multiple formats and import and export data to and from internal business systems. Our solutions help companies efficiently manage and publish their information.

Content DSI has the experience and expertise to develop a clear understanding of our clients' goals, requirements and business issues. We then recommend, design and implement an effective solution to satisfy their needs.

We highly value the relationships we establish with our clients and are dedicated to delivering the highest level of service.

Now BIS benefits from a cost-effective system that automates production processes for each version of the publication – and ensures that both include accurate, up-to-date information. And, due to its “lights out” design, the system can enable BIS to run production on demand.

■ SUCCESSFUL RESULTS

As a result of the publishing solution developed by Content DSI, a production process that typically took six weeks now takes three weeks – from advertising deadline to delivery in the hands of customers. Collapsing this production time in half allows BIS to publish the print version twice per year, increasing revenue and providing more accurate hard copy information.

“When people ask me, ‘Why Content DSI?’ I can point to several important reasons, including many related to the automation that reduced our costs and

allowed us to offer print-on-demand,” said Davis. “One of the biggest reasons is the revenue we’ve realized. Our new system is worth every penny for the time it saves us in getting the product to the printer and collecting our ad revenue. Now we can close ads and print the *Yearbook* twice per year, increasing our revenue and most importantly, giving us something the Web never could – a deadline to close ad sales for the printed vehicle.

“But there are also several ‘relationship’ reasons,” continued Davis. “For example, BIS adds new features to every book and Content DSI works with us to help determine which features make economical sense to include. They actually answer the phone, let you talk to a tech person, and make things work. That kind of personal attention is hard to find today.”

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