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THE SHROPSHIRE STAR

CASE STUDY

The Shropshire Star is one of the biggest selling regional daily newspapers in the UK, published in four daily editions from Monday to Saturday.

THE SHROPSHIRE STAR

Located in Telford, the newspaper covers the whole of Shropshire, as well as parts of Mid Wales, with a circulation just shy of 30,000. A member of the Midlands News Association, it also publishes 9 weekly titles across the county.



Editor, **Martin Wright** comments:

“

Knowledge is a hugely valuable tool for us, It has allowed us to transform our newsroom with no compromise in the quality of our end product.

”

“

It has delivered disproportionate savings in the production workflow, whilst allowing us to put content at the heart of what we do.

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ACCESS, ANYWHERE



Regardless of location, Knowledge is set up for remote access and utilisation via a web browser. Reporters are not restricted to their desks and can write in real-time, allowing for an enhanced newsgathering process. Martin continues, “I can work on all aspects of the paper from home, in fact I could produce the entire newspaper remotely if necessary! This is a really powerful aspect of Knowledge, giving us the peace of mind that should there be an emergency scenario, the paper continues.”



REAL TIME GLOBAL VIEW

Thanks to Knowledge, Martin can always access a real-time global view of the whole paper which was previously unachievable. "To be able to see the paper in its entirety is invaluable to myself and the 7-strong editorial team," says Martin. "We always know what stage of production we are at and can ensure that the overall paper is as we want it to be, avoiding issues such as clashing headlines and spending time on last minute amends."

FLUID PAGE CREATION

Shropshire Star uses a template driven page set-up within Knowledge, offering the flexibility to work off template at any time. Templates allow pages to be planned more effectively with very few last minute amends required. "Our pages are crafted around the content available, not the other way around", states Martin.

"Rather than pages getting drawn from scratch everyday, we have a set of templates that fit with our newspapers. There is no longer the need to complete a page then move on to the next, giving us much more control to create relevant content and place it in the right position in the paper. We can work on any page right up to the deadline and if news breaks after deadline, the flexibility of Knowledge allows us to change it on the fly within minutes."



CONTENT SHARING & RETRIEVAL

The sharing of content between Shropshire Star and the weekly papers is an important factor that has in fact facilitated an improvement in overall paper quality and pagination. Each article is available in Knowledge as a package, containing copy, images, video and anything other detail linked to that story. Each title can then draw that content directly into their templates and editionise on page according to the needs of that audience.

Martin continues, "There used to be lots of double keying, cutting, pasting, searching the archives etc. in order for our weeklies to craft content for their pages. What previously took two hours can now be done in 15 minutes with Knowledge. The weeklies have benefitted no end from having access to all content very easily and are therefore providing a better service to their readers than ever before."



Shropshire Star has been covering news in the area for 50 years, so has an extensive archive of content and imagery that is now accessible within the powerful Knowledge database. All material is stored as objects rather than pages, so can be searched and then delivered across several platforms.

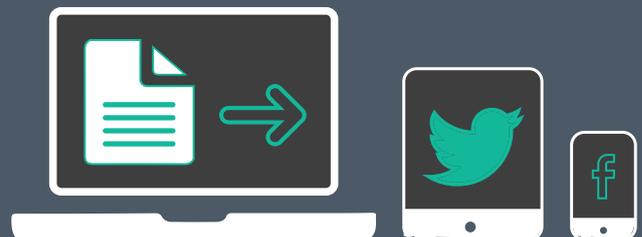




CONTENT FIRST

The Shropshire Star have been aware that in the current climate making efficiency changes is necessary to continue and flourish. Yet with a long standing reputation for news gathering and reporting, the team always strive to set themselves apart and deliver a gold standard service both online and in print.

"We have been able to concentrate our resources on content because Knowledge takes care of the production processes for us. The best people are putting the best content out there in the most efficient way – an extremely important strategy for regional newspapers. We wouldn't have been able to transform our newsroom in the way we have without the flexibility of Knowledge and the support of the PCS team. It allows us to be better planned by making best use of time and editing a paper based on the single most vital element – content."



knowledge

EDITORIAL

The flexibility enabled by Knowledge proved itself invaluable during the EU referendum.

The Shropshire Star was able to set up templates for the front page and eight pages inside, which allowed the newspaper to carry the result and full reaction in its special edition on June 24th (the day the result was announced.)

The ability to quickly adapt both content and imagery last minute, as well as having in-house printing facilities, meant that Shropshire Star was one of the very few newspapers both regionally and nationally to offer such extensive coverage in print including details of David Cameron's resignation.



Shropshire
STAR **WHAT NEXT?**
Friday, June 24, 2016
www.shropshirestar.com
60p
EIGHT PAGES OF REACTION AND ANALYSIS – INSIDE

UK RESULT	TELFORD	SHROPSHIRE	POWYS
LEAVE – 52% REMAIN – 48%	LEAVE – 63.2% REMAIN – 36.8%	LEAVE – 56.9% REMAIN – 43.1%	LEAVE – 53.7% REMAIN – 46.3%

PM QUILTS AFTER EU EXIT



Britain backs Brexit in historic vote

DAVID Cameron today announced he would be stepping down after the Brexit campaign scored a sensational EU referendum victory.

Report by Dominic Robertson
dominic.robertson@shropshirestar.co.uk

...back control, to make Parliament directly accountable to them and it is a very important day. "We fought very hard for this in Shropshire which has voted for Brexit and now the time has come to work with the European Union and show that the British people put their faith in this process and to show we can establish a good working relationship with the EU while not being part of a political process – working with them on the things British people want, which are trade and security through Nato." Ukip leader Nigel Farage celebrated the victory, declaring: "I now dare to dream that the dawn is breaking on an independent United Kingdom. "It is a victory for real people, a victory for ordinary people, a victory for decent people." He called for the result to bring down the "failed project" of the EU, saying the European flag should be abolished and the member states should reclaim their own sovereignty. Shropshire's Ukip MEP Jill Seymour said: "This is a momentous day for Britain, and I'm so proud that people had the courage to vote for change, and the determination to take back control. "But this is not a time for celebration – the hard work now starts. We need to roll up

our sleeves and work on a cross-party basis to begin the task of repatriating decision-making powers from Brussels." Speculation mounted through the night about the future of the Prime Minister amid talk of him being in discussions with Boris Johnson and Michael Gove, two former allies who split from the Government line to campaign to leave Europe. Long-standing Eurosceptic John Redwood suggested Tories should wait to see if Mr Cameron was willing to "implement the public will" after a Leave vote. Mr Redwood said the PM should bring in talent from the Leave side to build "a new government to bind the country together". And Conservative backbencher Jacob Rees-Mogg said a general election in the autumn was "not impossible". Influential backbencher David Davis said the Prime Minister could stay on for a "couple of years" but should put someone else in charge of negotiations on a new relationship with the EU. The Scottish National Party said it wanted to remain in the EU, leading to the prospect of another referendum for independence north of the border. Sinn Fein said the result should lead to a vote on a united Ireland. Remain campaigners spoke of their disappointment. Ludlow MP Philip Dunne said: "I am surprised. I said before the vote that whatever the outcome the British people need to come together and deliver the democratic result and there will be a lot of hard work ahead that will involve profound changes."

...omic chaos from Remain supporters. Shares fell dramatically this morning and the value of the pound dropped to its lowest level since 1985. Economists downgraded their forecasts for UK growth, with a recession forecast unless a quick EU deal can be done. George Osborne had promised an emergency budget in the event of a Brexit vote, but it was today unclear if he would survive as chancellor. In Telford & Wrekin, 68.2 per cent voted to leave the EU. In Shropshire 56.9 per cent supported Brexit. There was also a majority in favour of leaving the EU in Powys, with 53.7 per cent voting out. The trend continued across the West Midlands and throughout Wales, where there was a significant vote in favour of Brexit. Shrewsbury MP Daniel Kawczynski declared: "This is a historic day. The Remain campaign has thrown everything at this, many people were frightened about the economic consequences but when it came to the vote they chose to put sovereignty and independence as a priority. The British people have voted decisively for sovereignty, to take





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