



Johnston Press Plc choose Planet PC for its Newsroom of the Future Project.

Johnston Press has undergone a transformation from a newspaper publishing company to a community media company. To achieve this it has transformed its 309 newspapers and 317 websites and enhanced them with multimedia content. The Project was called 'Newsroom of the Future' and has been part of increased expenditure on digital activities of £5 million.

Mike Fisher, Multimedia Applications Manager, Johnston Press who is running the IT side of the Newsroom of the Future project had the following to say about its success;

"Finding the right supplier for Johnston Press Plc Newsroom of the Future project was critically important. We needed a company who was more than just competitive on prices, we needed a company who were well established and could offer high quality support. We also required full order tracking and delivery services which in all cases Planet PC could provide."

Through Planet PC Johnston Press have supplied each of their newspapers with all of the equipment they need to produce High Definition news articles and upload them to their websites. They received a Sony HVR-A1E camera with microphone and lights, along with Ediol R-09 voice recorders for recording interviews.

Once the footage is recorded by the journalist it is captured using a Sony HVR-M15 DV deck into an Avid editing suite.

Johnston Press chose Avid Xpress Pro video editing software which has been installed across all daily and weekly titles in their group as part of the Digital Newsroom of the Future project. In the weeks following the installation a large number of people, including digital editors, reporters and photographers have all been trained to use the equipment and applications.

The Avid software is extremely powerful and sophisticated and is capable of being used to produce full length films, but it has also proved remarkably easy to use at a more basic level by people who have no previous experience of video editing. For example, news reporters can now be equipped with a video camera and bring back footage of interviews, events etc. Once back in the newsroom they can use their Avid edit suite to quickly and easily compile a short film clip which can be uploaded to a website using Sorenson Squeeze to compress it. Each edit suite is also installed with Adobe Visual Communicator which allows easy production of news bulletins.

The Yorkshire Post in Leeds are finding that commercial and publicity departments are also keen to use the facility to produce video footage of awards ceremonies, promotional events and so forth. This has given their in-house journalists the opportunity to use their creative abilities with Avid to make high quality films, making use of more of the advanced features that the software provides.

Mike Fisher states; "Johnston Press have now completed their initial roll-out and Planet PC hasn't disappointed us with their level of professionalism and support. So many centres all using Avid could have been a training nightmare but has been relatively painless with the excellent backup we receive from Planet PC. We can now progress with the production of our Editorial news items that will fire the imagination and enhance the service we provide to our readers'.

Mike Fisher,
Multimedia Applications Manager
Johnston Press Plc