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DPCI Installs SoftCare's K4 at Duke. Univ. Newspaper

By E&P Staff

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NEW YORK New York-based DPCI, a provider of technology for publishing content to Web, print, and wireless channels, implemented K4 publishing software at Duke University's independent daily newspaper, The Chronicle -- a recent recipient of a Knight Foundation grant to develop the "newsroom of the future" in partnership with the university.

Published for more than 100 years, the Chronicle is autonomous of the university and has a circulation of approximately 15,000, with distribution throughout the university and surrounding parts of Durham, N.C. It also manages The Chronicle Online (www.dukechronicle.com), which averages more than 70,000 hits daily.

Using K4, developed by SoftCare GmbH, Hamburg, Germany, the Chronicle's more than 100 reporters, editors, photographers, designers and production staffers can collaborate in real time, and the Chronicle can more efficiently integrate editorial content into its Web site.

"Our previous system offered minimal flexibility and was cumbersome to use, oftentimes impacting our ability to hit publishing deadlines," Chronicle General Manager Jonathan Angier said in a statement. DPCI's K4 implementation modernized the workflow and tightly integrated editorial and production activities, he added.

"In working with Duke, our team helped refine their workflow processes and reinforce improvements with technology so that they can put the paper to bed earlier each night," DPCI President Joseph Bachana said.

The Chronicle joins other college papers that use K4. With no formal journalism program at Duke University, the Chronicle provides experience for students interested in pursuing journalism careers. The paper won the Best in Show award at The National College Media Convention.

Managing Editor Inc. (MEI) is the exclusive distributor of K4 in the Americas. When integrated with Adobe InDesign and InCopy, K4 enables design and editorial workflow management and control of the production process. With multi-level security controls, open SQL architecture and customization options, K4 supports a transparent and secure workflow for individual workgroups or entire enterprises.

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