

CUSTOMER PROFILE

Pittsburgh Post-Gazette

WHO THEY ARE: The *Pittsburgh Post-Gazette*, a Block Communications Inc. publication, is the largest newspaper in western Pennsylvania. It is also one of America's oldest newspapers, publishing its first issue in 1786. More than a million people each week rely on

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the *Post-Gazette* as the region's indispensable source of news. The *Post-Gazette* has expanded local coverage, with special editions dedicated to every zone of the city. It also publishes 40 special sections each year, offering advertisers plenty of opportunities to target their audience effectively.

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WHAT THEY NEEDED: Reaching more than a million people and providing up-to-the-minute news, the *Post-Gazette* needed a pagination and publication product that would provide an environment specifically designed to orchestrate the simultaneous efforts of multiple users. They needed a simplified method that would allow, without complicated

processes, paginators to place something on a page that a copy writer could edit. The paper's many special sections and editions meant they needed better integration and smoother processes.

“We had been in a system where the integration wasn't good, where certain features in the design program weren't available to the writers and editors, which meant we had to do extra work to get our text elements onto the pages,” said Tim Dunham, technological systems editor for the *Pittsburgh Post-Gazette*.

DTI SOLUTIONS: After a technological analysis, the *Pittsburgh Post-Gazette* discovered DTI offered the very best integration with Adobe's powerful InDesign.

“Everything that was in InDesign was also in DTI—and that was extremely important to us,” Dunham said “Having everything in one place makes it a lot easier to do everything.”

The *Pittsburgh Post-Gazette* is satisfied with the ease of the programs, and the power DTI has given them.

“Now we can push things right up near the end. We're pushing deadlines all the time –because we want to get the latest news to our customers—and the DTI system gives us that capability,” said Dunham. “The ability to deliver essentially 100 percent of InDesign and InCopy to the user's desktop, all integrated together with the database—that means we can write, edit, put stories on pages and get them out very, very quickly.” ■■■