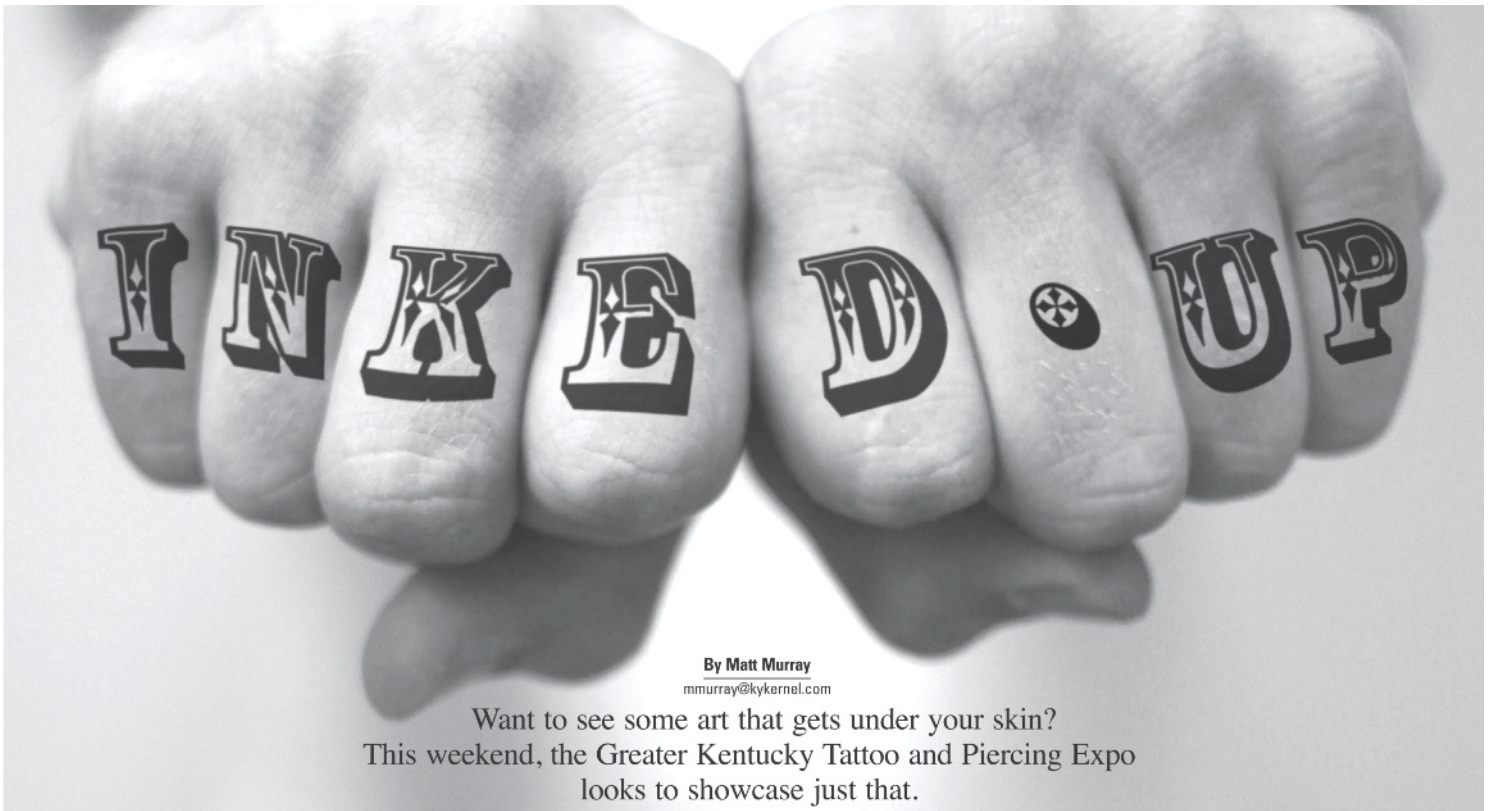


THE UNIVERSITY OF KENTUCKY'S STUDENT-RUN DAILY NEWSPAPER SCORES WITH QUARK PUBLISHING PLATFORM

DYNAMIC PUBLISHING WITH QUARK PUBLISHING PLATFORM HELPS THE KENTUCKY KERNEL STREAMLINE PRODUCTION WORKFLOW AND FOCUS ON CREATING AWARD-WINNING CONTENT



The Kentucky Kernel, the University of Kentucky's student daily newspaper, is published by the university's independent student media group. With a print and online presence, the Kernel has a dedicated readership of more than 30,000. Across the

Lexington-based campus and beyond, the newspaper covers a wide variety of topics surrounding the university, including campus life, athletics, student trends, administrative news — and, of course, Kentucky basketball.



University of Kentucky students use Quark Publishing Platform, QuarkXPress, and QuarkCopyDesk to publish the Kentucky Kernel.

The Kernel serves its readership every day with powerful and independent journalism under an award-winning masthead. The paper was awarded a Pacemaker by the Associated Collegiate Press in 2006 and 2008. The Pacemaker award is the highest honor awarded in college journalism, and puts the paper in fantastic company among its peers as an important venue for student journalists and newspapers.

Over the past few years, the Kernel has joined the newspaper industry in adapting to better serve the information needs of its readers. And when the staff wanted to bring its production workflow to the next level, they wanted Quark Publishing Platform (the Platform).

By integrating the Platform with QuarkXPress and QuarkCopyDesk, the Kernel's staff has shaved precious hours off of their deadlines, upgraded the design and presentation of the paper, and gained the ability to dedicate more time and effort to better and more-focused journalism.

"Quark Publishing Platform has changed our lives," said Chris Poore, Director of Student Media at the Kernel. "Production in the evening is now spent focusing on words, pictures, and design, instead of waiting for others to finish work on their pages. I can easily see the improvements it has made in the content of our newspaper."

"Quark Publishing Platform was very easy to adopt. Within a few days it became part of our culture. And now, we're so much more efficient, and we're creating a better product."

"Quark has completely changed how our newsroom works. In the past, as a daily, we've started every day with tunnel vision: Let's get out the next day's paper before our mid-night deadline and cross our fingers that it works," said Kenny Colston, Editor-in-Chief of the Kernel.

"Now, with QuarkCopyDesk and QuarkXPress, we're able to better our daily paper as well as work ahead. It's been a blessing for us."

The team at the Kernel was able to self-integrate the system for the newsroom in a few short days. The simple setup for Quark Publishing Platform and the staff's familiarity with other types of publishing systems made for a smooth installation.

"THANKS TO QUARK, WE HAVE A CONSISTENT WORKFLOW THAT ALLOWS US TO PRODUCE BETTER, MORE THOUGHT-OUT PAPERS."

— Kelly Wiley, Design Editor The Kentucky Kernel

Poore and the Kernel's Design Advisor, May Barton, drew on their years of newspaper industry experience to help configure the system for maximum efficiency, bringing together a cohesive workflow and configuring the Platform search mechanisms for speed and efficiency.

"Since implementing the Platform, the Kernel students have been able to plan and deliver first class papers every day," said Barton. "The combination of a revised workflow and the ease of the system allows the students to concentrate on all aspects of the publication — from content to presentation — more than ever before."

The editing staff was the first group to take advantage of a streamlined copy process with QuarkCopyDesk and the Web Client. Now, from the newsroom — or anywhere on



campus — the editing staff has a trackable, collaborative process for story editing, independent of the page layout.

The design and production experience for the layout staff has also improved dramatically. With the addition of native Photoshop and Illustrator file integration in QuarkXPress, designers have maximized the design elements in the feature sections of the paper.

The design staff has also embraced the time-savings achieved with the Platform, using it to add more maps, charts, and creative elements in breaking news.

“Overall, going from a system that kept us in the newsroom until 2 a.m. to a system that gets us out at 9 p.m. is amazing,” says Kelly Wiley, the Kernel’s Design Editor. “Thanks to Quark, we have a consistent workflow that allows us to produce better, more thought-out papers.” With this increased efficiency for the student staff, the organization is able to make needed changes to better serve readers and cut costs.

“We’re planning on moving our deadlines up in the evening,” said Poore. “Without Quark Publishing Platform, we’d never consider doing that. And as a result, we’ll see some cost savings. Plus, we’ll be able to get the paper out on campus earlier, hit more distribution spots, and deliver with less traffic.”

There are some nights when deadlines will remain late, especially when University of Kentucky basketball games run late into the evening. The Kernel is an important news source for Wildcat hoops fan. But even on game nights, the Platform has streamlined the ability to meet those late deadlines.

“The later deadlines are much easier to deal with now,” said Poore. “Pre-planning those pages goes better, and we can do more things at once. The writers are filing their basketball stories using the Web Client, and the pages are already constructed. So they’re able to submit stories that are the right length, and we’re able to finish the pages most efficiently.”

The staff is also seeing the use of Quark Publishing Platform pay off in Web production and coverage, due to the tremendous time savings they’ve experienced with the print product.

“We don’t have a ton of stories to process for the Web each night, but we have high-quality content. Finishing our print production early has allowed us to spend more time focusing on improving the Web product and experimenting with new ideas and a fresh approach,” said Poore.

ABOUT QUARK SOFTWARE INC.

Quark’s software enables organizations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit www.quark.com/enterprise or contact us at www.quark.com/contact

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