



Some people say a sale is not a sale until the money comes in. Likewise, a newspaper isn't a newspaper until it hits the streets.

For us to produce the Belfast Telegraph every evening we rely on a multitude of systems, processes and routines. Today's modern technology means that a paper is made up of many elements from many different sources such as text keyed in by reporters in the office, sent via services such as Newslink, PA, Reuters, or delivered by other means including email, floppy disks and the Internet. Whatever the method, it all has to go onto a page, firstly in an electronic form and then by ink to paper. The Belfast Telegraph goes to press at 11:50am with the last pages to be signed off by Editorial staff at 11:10am. That gives us very little time to put the paper through the production process from RIP to Press, and every second counts. We depend on editorial meeting their deadlines, and everything that helps them helps us, so their systems have to be as good as ours.

Parliamentary coverage is vital to the newspaper and our readers, and without Newslink we would not have a reliable method of receiving copy from our staff covering Westminster, not to mention the many other arenas we cover. Newslink delivers copy directly into our editorial system the way we need it, simply, quickly and without fuss. It doesn't need additional processing, or to be transferred from one system or type of media to another. It just comes in and is treated exactly the same way as other wire services such as PA or Reuters.

Newslink allows our reporters and contributors, wherever they are in the world, and whatever they are reporting on, to put their words in front of our readers. It doesn't matter if it is from the Crown Court just down the road, the local authority at the edge of our distribution area, the Political Reporter in Westminster or the Chief Sports Writer covering an event in Ulan Bator, Newslink delivers the copy to us, so we can deliver it to the readers.



**Gerry Warring** Systems Editor, Belfast Telegraph.

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**Whether a national newspaper, broadcaster, regional publication, magazine or web publisher, news organisations face tougher issues year on year:**

**Competition** Publishers are communicating into an increasingly noisy market seemingly working harder to maintain a share of the target audience's attention and spend.

**Content** To support increasing numbers of regional or local editions, supplements and special interest reports editorial need a constant supply of high quality content to fill and make relevant their publications.

**A news publisher or broadcaster needs to ensure that their content providers meet a number of demanding criteria:**

**Fast** Receiving material as soon as it breaks is essential. Receiving sports reports close to deadlines.

**Reliable** When a contributor sends a story, an Editor needs to see it 100% of the time within minutes, preferably within seconds.

**Accurate** Who is the source, can quotes be attributed,

**Accountable** Where has a story come from, are they bona fide journalists, who is responsible for getting the story from contributor to publisher. Close to deadlines, an editorial team need copy which is easily edited and input to page makeup. The need to transcribe faxes or re-format email attachments slows the production process and adds invisible cost to the business. With a background of constant budget focus, news collection has to be efficient and effective.

## SOLUTION

For over 15 years, the news publishers and broadcasters have relied on Newslink for the collection of content from independent news agencies, freelance journalists and official sources. During this period, the industry and technology have changed considerably, however the basic requirements of publishers have remained the same. That material is received by editorial as fast as possible in the format an editor needs, with somebody to call if something goes wrong.

Newslink has consistently satisfied these needs whilst adopting some technologies more enthusiastically than others. For example, copy can be submitted for distribution via the World Wide Web or via email. We recommend the World Wide Web. Why? Because via the Web we can be fully accountable for a story from submission to delivery, but with email, when the story is in the Internet, we don't know where it is and we are unable to provide any feedback on whether it has been delivered. This pragmatic attitude to technology ensures that Newslink remains:

**Fast** Many of the key newsrooms are directly connected to Newslink by physical cables. Stories are delivered to these publishers and broadcasters within seconds.

**Reliable** All of the equipment within our service is duplicated in the event of hardware failure.

**Accurate** Editorial systems differ. Newslink is compatible with ALL of them. For that reason we can guarantee that copy is delivered directly into the editorial tasting queues in exactly the format an editor needs to see it.

**Accountable** There are Newslink staff available 24 hours a day, 7 days a week. Each story is assigned a unique reference number and is archived for years.

**Cost effective** Newslink enables freelance and agency copy to be received directly into the pre-press editorial environment without the need to re-key faxes or provide technical support to journalists filing directly. The savings in time, operational cost and capital have been proved over a number of years.

Newslink is a wire service for news publishers and broadcasters. If you want freelance and agency material managed and delivered alongside feeds such as Reuters and PA, Newslink is the only choice. If you are interested in discussing Newslink further contact us at: 020 7456 1398 enquiries@newslink.co.uk or visit our web site at [www.newslink.co.uk](http://www.newslink.co.uk)

