

Making the Transition from Print to Electronic Publications

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Electronic Publications

Why switch?

- Save printing costs – an electronic publication costs less to distribute to readers
- Environmental sustainability – using less paper and ink is more “green”
- Reach different audiences – readers who might not pick up newspaper may read online

Considerations

- Involve editorial staff – you’re still going to need good reporters and writers
- Write for the medium – copy should be “Web-friendly” with subheads and bullets
- Use more photos and color – the Web is a more visual medium

Publication Process

- Maintain a publication schedule – set and follow deadlines for the work
- Review process - edit and proofread articles as you would in print
- Streamline publishing – use database, blog or CMS to put content online

Promotion & Assessment

- Highlight stories on Web site
- Send e-mail reminders with attractive teasers to audiences (students, staff)
- Use redirect links in e-mail to track response

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Campus News Extra (print) to Extra Features (electronic)

- Stories about students & faculty published biweekly during school year
- Tabloid newspaper format (2001–2006) distributed on campus
- Stories placed on Web, highlighted in e-mails and on home page
- Online-only version (*Extra Features*) started Aug. 2006
- E-mail reminders every other Tuesday to students, faculty and staff



Print edition of *Campus News Extra*



Extra Features e-mail to campus



Extra Features Web site

The Compass (announcements and event listings)

- Replaced printed campus newsletters and calendar of events
- Items submitted by Web form and reviewed by media relations
- Posted on Web, weekly e-mail reminder to students, faculty and staff
- From Web to print: table-tent edition of events published for dining hall (replacing table tents for individual events)



Weekly e-mail edition of *The Compass*



Compass Web site, updated daily



Printed table-tent edition



E-mail Newsletters

Benefits

A convenient and inexpensive way to engage various audiences (alumni, parents) on a regular basis.

Drive the audience to the college Web site to take advantage of existing content.

Highlight information that may have already been sent in print, such as Homecoming invitation.



Approach

HTML format, images on server

Review Web features from past month

Select items and photos, write blurbs

Circulate to alumni and development staff

Challenges

Can be difficult to collect and maintain accurate e-mail addresses for alumni and parents.

E-mail may be flagged as SPAM or rejected by alumni who are overwhelmed with messages

HTML format with CSS may not render properly in different e-mail clients