POWER TO THE PEOPLE

QuicKeys Automates the Work Environment at the
Daily News Los Angeles

In the world of today's production-oriented business environment, there's perhaps none less forgiving than that of the daily newspaper. Deadlines are set in stone. When equipment breaks, there must be a backup plan at the ready. Every 24 hours, seven days a week, 365 days a year, a staff of very different people — writers, artists, salespeople, and executives — must be able to put all the pieces together.

Michael O'Hara is the Production Systems Manager at the *Daily News Los Angeles*. He monitors and addresses the high-tech issues that impact their business. The *Daily News* made the move to a digital production system to streamline operations and improve productivity. They depend on Mac™ OS computers running pagination software made by Digital Technology International™ (or DTI).

Streamling Production

Michael has been using QuicKeys® for many years as a powerful, flexible tool to automate most of the work he routinely performs on his Macintosh systems. When he came on board at the *Daily News*, he immediately saw a chance to streamline the paper's operations even further by implementing QuicKeys on every Mac desktop. QuicKeys performs routine multi-step operations on-the-fly in any application, without the need for cumbersome programming or complex manual script writing. What's more, its automation capabilities can readily be shared between multiple users.

"The first improvement that I recommended concerning the DTI editorial pagination system was to purchase QuicKeys. QuicKeys cut down the amount of repetitive steps that editors have to perform every day in order to paginate their sections. For starters, I made a QuicKeys sequence that created the daily folios and plans. This sequence alone saved over a thousand steps (mouse clicks, menu entries, dialog boxes, etc.). Today, I come into work and launch the sequence. I grab a cup of coffee and when I return to my desk, it's done. I've just saved thirty minutes. And that's just one of the sequences we use every day to make our lives easier."

Mike O'Hara's custom QuicKeys buttons give his users instant productivity every day.

Real-World Automation Power

Michael then was able to construct QuicKeys sequences that automated many of the mundane tasks performed by the editors on a daily basis, like mounting and dismounting ad and photo servers, creating headlines of various type sizes, setting tracking folders, and much, much more.

Launching a QuicKeys sequence is as easy as assigning the sequence to a hotkey, like command-d, or assigning the sequence to a customizable floating button bar that resides on-screen. Michael chose the latter, creating button bars applicable to each set of required functions. He was then able to give the QuicKeys button sets to each editor. With nothing more than a few minutes of training, editors were able to use QuicKeys and save themselves thousands of steps every day.

Happy Customers

Today, editors use the DTI QuicKeys sequences as routinely as if they were a part of the software. "It really allows us to do what we're paid for," said Viewpoint Editor JoAnn E.B. Yerem, "make a world-class newspaper without many of the interruptions that this new technology demands. There certainly are new skills that we've had to learn in a digital work environment, but QuicKeys makes everybody more productive, day in, day out. We couldn't live without it."

Editorial Operations Manager Bob Lund agrees: "Deploying QuicKeys was a very smart move for us. When you think about it, it's simply a matter of investing in your people — allowing them to focus on the job at hand, rather than the technology."
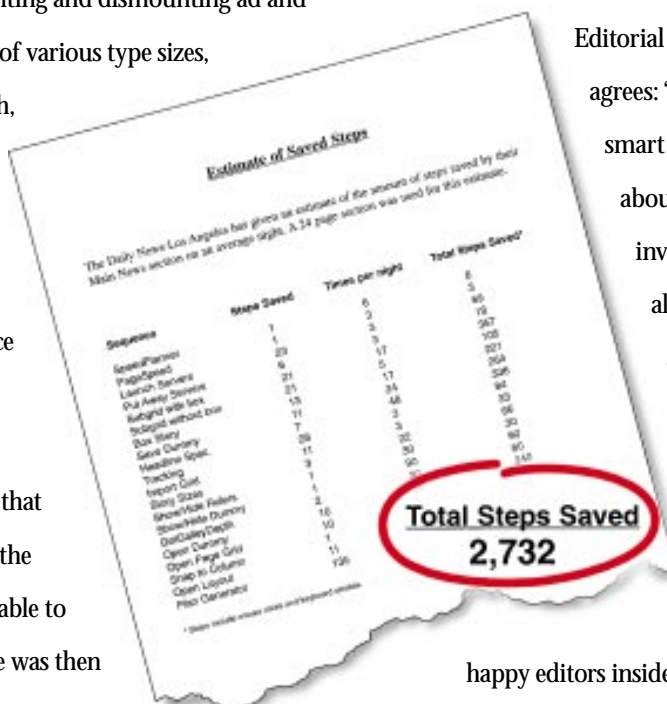
Truly *Productive* Production

Michael has some very happy editors inside their offices today. "Executive management was unsure about QuicKeys at first, but when I was able to demonstrate the far-reaching benefits across the whole paper, they were sold. Today, they'd do it all over again in a heartbeat. In fact, most of the staff are further extending QuicKeys' automation capabilities on their own as their individual needs demand. It's become a vital part of how we get the job done around here."

To find out more about the productivity-enhancing power of QuicKeys, call CE Software today at 800-523-7638, or visit CE Software on the Internet at http://www.cesoft.com.

Before deploying QuicKeys, Mike O'Hara demonstrated the number of steps that would be saved daily.