

What to expect from a redesign

During lunch, the president of a group of small newspapers asked me: "So...what does a redesign do for my newspapers?" A good question, and to the point.

In response, I outlined the following as advantages of a redesign:

A BETTER PAPER TO SELL: Good design tells your readers and advertisers you're serious about quality and you want to give them the best product you can.

CLASSIFIEDS THAT SELL: A Classifieds section that's more accessible will help you sell ads. The new Classifieds help your sales staff streamline the ad-buying experience.

IMPROVED COMMUNICATIONS: A quality redesign includes all departments, helping form the foundation for continuing and improved communications throughout your operation.

NEW IDEAS: When you redesign your newspaper, it's the perfect time to redesign the way you think. It's the time to ask those critical questions that can save hundreds of dollars (and maybe more) in coming months.

CONSISTENCY: With a well-thought-out redesign, your newspaper is no longer a jumble of ideas, approaches and techniques. Instead, it's a product that is planned, purposeful and polished.



A bold redesign gives you a better paper to sell.

ORGANIZATION: Proper organization of content helps readers find what they want to read—and gives your advertisers opportunities to buy into the space they want. Sound organization also saves editors valuable time.

STYLE SHEETS: A valuable time saver, design style sheets make your newspaper more polished and more professional—and they free your editors from the burden of having to make item-by-item design choices.

TEMPLATES: Redesign templates and libraries significantly reduce the time it takes to create each issue.

DESIGN STYLE GUIDE: A thorough Design Style Guide—refined by your editors to match your redesign—helps to protect and refine the redesign over time.

BETTER WRITING AND EDITING: Because your editors no longer have to spend so much of their time assembling pages, they

can spend that time focusing on improved planning, writing and editing.

A STRONGER, MORE STABLE STAFF: A quality redesign gives birth not only to a new newspaper, but also to a new spirit of professionalism in your newsroom. You'll have less turnover—and candidates with greater skills wanting to join your staff when the time comes to hire.

ROI: With all it brings to your newspaper, a quality redesign can pay for itself in a year or less.

"Gee," said the president, "is that all?" And then he picked up the tab. Since then, I've redesigned two of his papers.



'101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp
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FREE DESIGN EVALUATION:

Ed Henninger offers design evaluations—at no charge and with no obligation—to readers of this column.

ED HENNINGER is an independent newspaper consultant and Director of Henninger Consulting.

Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.

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