

Building for the Future



Pittsburgh Post-Gazette



Print Still Strong

- ❖ In 2014 Scarborough reported Pittsburgh to be the #1 market for print readership
- ❖ 51% of people polled claimed they read a daily printed newspaper

WHY?

- Average age of residents is older
- Level of education is above the national average
- In flux of people from the technology, medical, and higher education sectors, which are more likely to read newspapers

** We have seen a drop off in print circulation in the past 6 months and a further migration to our digital platforms.*



The Project

March 6, 2013 – Life changed

Block Communications, the owners of the Pittsburgh Post-Gazette made the final decision to support the print product into the future.

The plan was to:

- Purchase a new printing press
- Relocate all printing operations to a new building
- Consolidate all operational depts. to this new site
- Update bargaining agreements to fit changing needs
- Relocate our editorial staff to a new, modern space
- Shut down and sell all other properties



Timeline – Phase 1

18 Months – March 2013 to September 2014

- We contracted with Goss for a Uniliner press
- A new facility was chosen
- Renovations to the building needed completed within 4 months.
- Mailroom equipment was moved and operational in April of 2014.
- Reformat all products to new size and add sections.
- We reached a working plan with the union in the summer of 2014.
- 4 months of training for pressmen and **beyond** the go live date.
- GO LIVE edition was September 8th, 2014.
- That was the easy part!

The Nervous Breakdown



The Team

Project Manager – Rob Weber

Training Coordinator - David Preisser

A strong management team and a collaborative effort between:

- Manufacturers/Vendors
- Building Construction Team
- Employees/Unions



Goss Uniliner



The Building



- Leased facility
- Airport land
- 245,000 sq. ft.
- Solar panel facility
- 4 mos. to renovate
- 5 facilities into 1
- 80 days of newsprint



February 25, 2014

Additional Equipment

- Krause CTP lines & Bluefin processors
- Puzzleflow Prepress Automation and Optimization Software
- Nela Plate Punch/Bender and Bin Sortation System
- Ferag HPS Stackers and UTR gripper conveyor
- Harland Simon Controls System and desks
- QI Color Registration system
- Schur Palletizers





Timeline – Phase 2

12 Months – Sept. 2014 to Sept. 2015

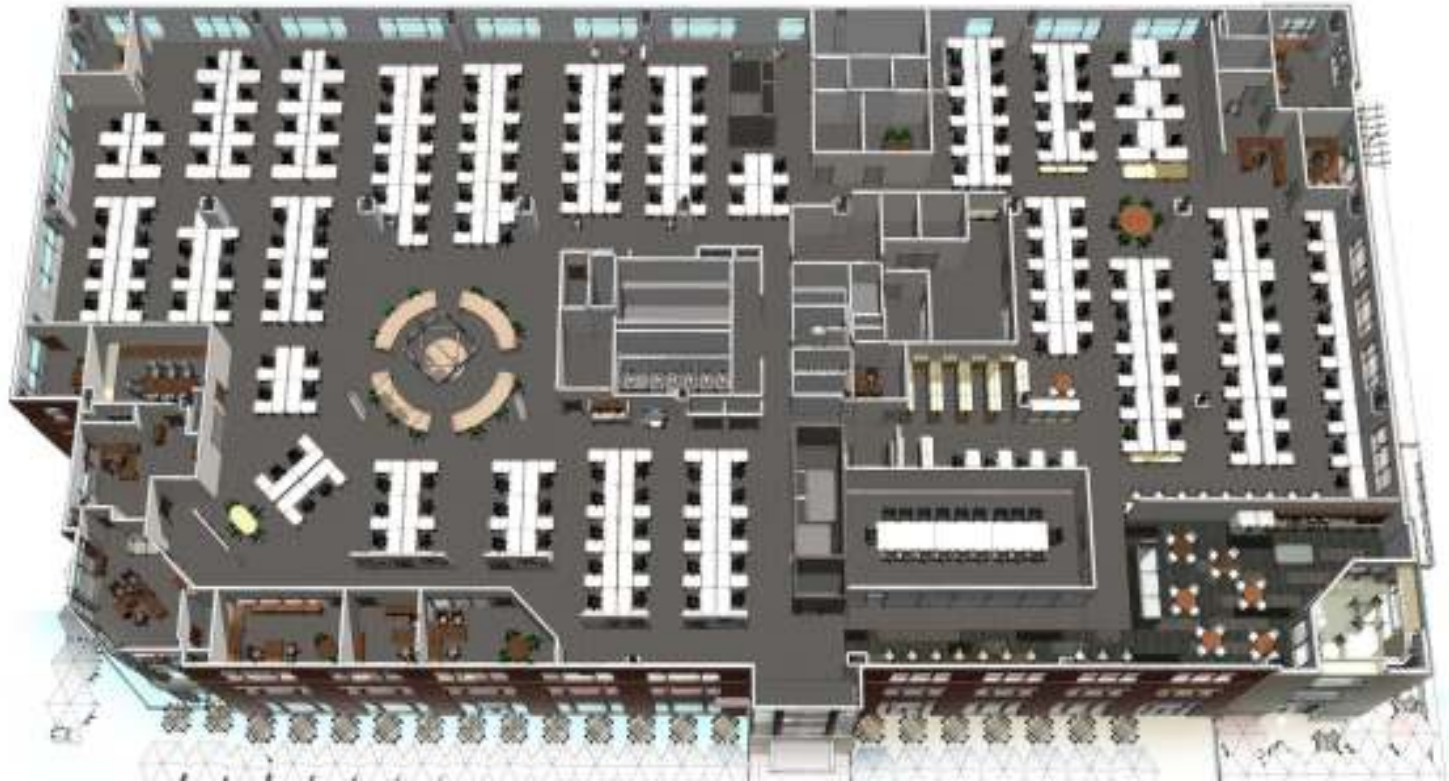
- Stabilize operations
- Finalize contracts and reduce workforce
- Convert fleet to leased vehicles and shut down garage
- Sell insert facility
- Find and renovate space for newsroom
- Reevaluate and optimize carrier routes (FTI)
- Consolidate depots
- Build out additional space in new facility
- Purchase and/or move existing furniture
- **MOVE EVERYONE**

A New Editorial Home



- Moved to the North Shore area of Pittsburgh
- Located directly between our two new stadiums
- Development has boomed in this area
- Brand new building with modern amenities
- Entire top floor - 28,000 sq. ft.

A Modern Newsroom



- Open floor plan with plenty of natural light
- Central hub area with TVs and meeting space
- Modern video/photo studio and podcasting rooms
- Fewer closed office to give more room for workstations
- Hotel seating areas for casual needs

Video Studio



HUB



Newsroom





Additional Projects

- In the process of shutting down old building and making ready it for sale, including the removal of old presses
- Just completed build out 8000 sq. ft. for Advertising staff
- Created singular receiving area
- Streamlined single copy distribution/reduced locations
- Completed installation of Libercus CMS system
- Complete installation of Newscycle circulation system
- Now preparing to start taking on commercial work

Questions....

