

REPLATFORMING DIGITAL & PRINT PUBLICATIONS ONTO A MODERN CMS IN UNDER 90 DAYS

MediaDC

MediaDC is the publisher of The Weekly Standard, Washington Examiner, and Red Alert Politics.

Located in the nation's capital, its team of world-class journalists works to inform and enlighten readers, policy makers, and politicians at state and national levels.

CHALLENGE

In 2017 MediaDC decided to redesign its two flagship digital and print publications, the Washington Examiner and The Weekly Standard. The organization was working across multiple CMS platforms to accomplish the editorial functions for both publications. The legacy CMS platforms were customized so extensively, they had become costly and inefficient to maintain and had left stakeholders heavily reliant on IT.

To solve the problem of working across multiple systems just to publish a single article, MediaDC sought a modern CMS solution with a single authoring experience. MediaDC needed a scalable, extensible platform with an open-development framework that would enable it to consolidate all of its publishing operations into one system. The ideal CMS would also empower MediaDC to set up customized workflows unique to each publication.

SOLUTION

After conducting an extensive audit of the sites, MediaDC redesigned and relaunched both digital properties on Brightspot Express in less than 90 days. Brightspot empowers MediaDC to:

- **Maintain all digital properties from one system**, thus gaining more control over website experiences and corporate branding.
- **Manage two large editorial teams within one CMS** with tailored roles and workflows that allow teams to establish guidelines and permissions that can be as specific or as broad as needed.
- **Improve the editorial experience and delight editors** with a robust set of publishing tools and an easy-to-use interface that make it possible to deliver content faster and more efficiently.

- **Take total ownership of the platform** with a flexible, open-development framework that the in-house development team could learn and continue to develop independently.
- **View more realistic ad impression metrics** via seamless third-party integrations with Chartbeat and Comscore.
- **Build out customized DFP ads**, working with prior business rules to sustain partnerships.

IMPACT

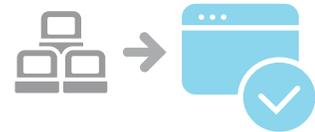
Armed with their next-gen CMS, the writers and editors at the Washington Examiner and The Weekly Standard now have the freedom to deliver up-to-date information, political analysis, and polished prose more quickly and easily than ever before.

KEY SITE FEATURES

-  Natively Multisite
-  Customized DFP Ads
-  Flexible Workflows
-  Omnichannel Publishing
-  Digital Asset Management With Getty Integration



RELAUNCHED BOTH SITES
IN LESS THAN
90 DAYS



4 CMS PLATFORMS
TO 1



MIGRATED APPROXIMATELY
600,000
PIECES OF CONTENT TO
THE NEW SITES



SERVE OVER
5 MILLION
READERS ANNUALLY