

alfa ReporterApp

ContentLine

EDITORIAL WORK VIA THE NETWORK. Time is a decisive factor in the media business. Editorial departments must be informed of and briefed about breaking news stories as quickly as possible.

Consequently, reporters play a crucial role both for regional and international reporting. Their copy must be submitted and edited as quickly as possible.

The alfa ReporterApp gives permanent and freelance employees of the editorial team as well as citizen reporters the means to deliver content such as text, images, videos and audio to the editorial department anytime and anywhere in the world from different mobile terminals and browsers. At the same time, traveling editors can participate actively in the production of a newspaper. In addition to delivering new articles, this also involves updating, supplementing and editing existing articles. It is also possible to deliver text and images in an easy and safe manner as well as access the content management system via mobile devices.

EFFECTIVE DATA DELIVERY To enable reporters to participate effectively in editorial matters, extensive resources are made available to them. The use of certain functions (for example, searching the editorial department's content management system) is restricted for performance reasons. Traveling employees of the editorial department can currently access via iOS and Android app developed by alfa Media. This allows the most important tasks to be completed:

- Entering texts and centralized storage in the editing system (alfa DAM – central Content Management System).
- Uploading multimedia content (images, video, and audio) from mobile terminals, assigning them to articles and storing them in the editing system.
- Creating new articles.
- Managing the underlying meta data for text and multimedia. Deliberately streamlined to cut through complexity for external employees.
- Voice input of text possible (depending on the device).

For traveling editors, reporters and citizen reporters, the ability to work anytime and anywhere using the alfa ReporterApp is an important part of their role. Only in this way can news items be effectively and promptly edited and made available to readers.

Mobile



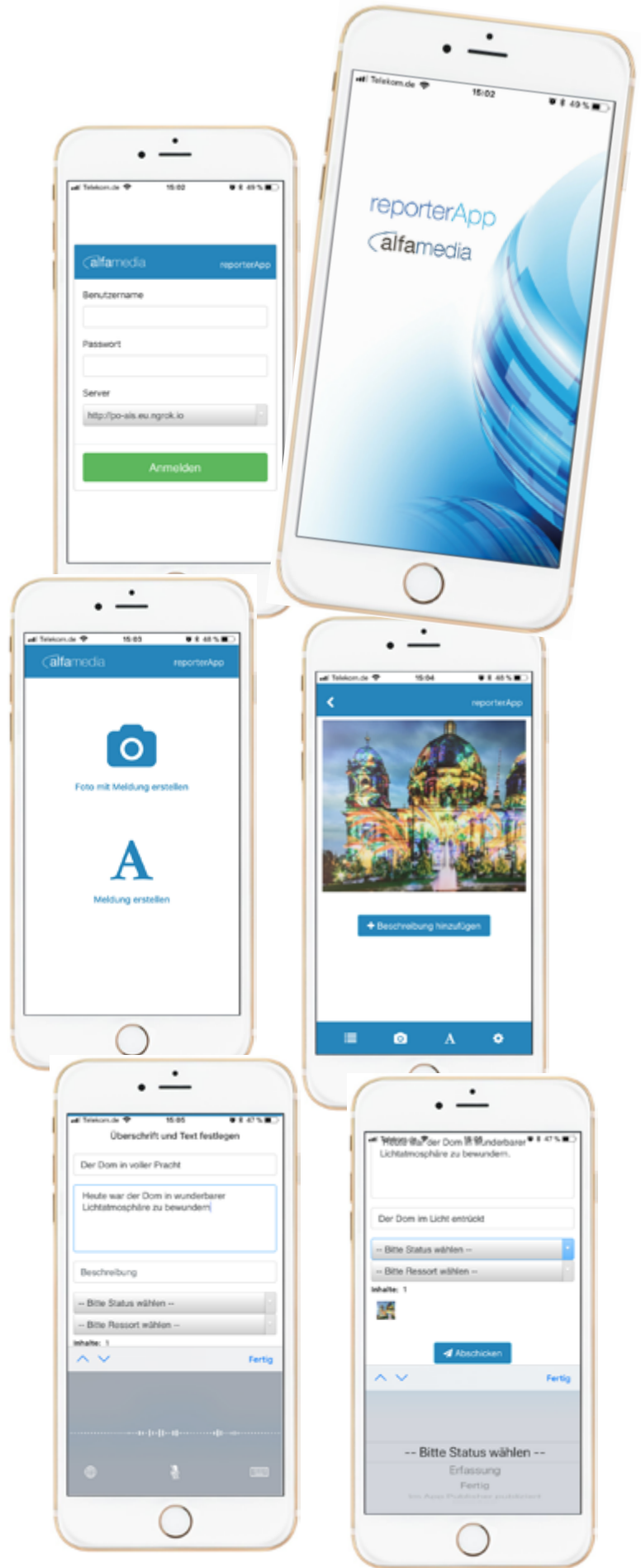
FULL CONTROL OVER THE WORKFLOW The alfa ReporterApp is already integrated into the editorial management tool alfa EditorialOrganiser. It acts as a production tracking tool and facilitates improved management of tasks and content. Editorial departments can thus control the news flow across all publication channels. An alfa editorial system therefore covers the entire workflow for freelance employees:

- Topics can be planned.
- Upcoming tasks are delegated.

SCENARIO 1: CITIZEN REPORTER All readers of the alfa NewsApp qualify as citizen reporters. Present the access to your citizen-reporter-app on your homepage or in your newspaper-app. Optionally, when using the alfa NewsApp, readers automatically have the option of sending content to the editors. In the alfa NewsApp, the ReporterApp can be an integral part of the classic menu navigation (see the red arrow in the illustration below).



SCENARIO 2 AND 3: REPORTERS AND FREELANCERS All editors who are traveling as reporters or freelancers and who are granted access to the editorial system by the media company use the alfa ReporterApp via a system login (see below).



alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications, irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.



For more information on these solutions, visit www.alfamedia.com

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