

MEI Provides Student Journalists Discounts, Marketable Skills

Published on 05/17/07

MEI provides leading-edge publishing solutions to educational institutions to ensure that student journalists get valuable experience with state-of-the-art production tools. MEI will be featuring the K4 Publishing System, the popular editorial workflow system that integrates Adobe InDesign and InCopy, at this week's WAUPM conference in Tucson. With more than 11,000 users worldwide, K4 has become a solution of choice for publishers in both commercial and academic segments.

Jenkintown, PA (May 11, 2007) — Managing Editor Inc. (MEI), an Adobe Systems portfolio company and a leading provider of software and services to the publishing industry, provides leading-edge publishing solutions to educational institutions to ensure that student journalists get valuable experience with state-of-the-art production tools.

MEI will be featuring the K4 Publishing System, the popular editorial workflow system that integrates Adobe® InDesign® and InCopy, at this week's Western Association of University Publications Managers (WAUPM) conference in Tucson. With more than 11,000 users worldwide, K4 has become a solution of choice for publishers in both commercial and academic segments.

"MEI, has been offering academic discounts to colleges and high schools for nearly two decades. A dozen university daily newspapers, including The Yale Daily News and The Daily Pennsylvanian, have taken advantage of MEI's attractive discounts on the K4 Publishing System," MEI chief executive officer Dennis McGuire said today. Similar incentives are available for MEI's other professional publishing products and its renowned support and service.

John Marshall, MEI's representative at the conference, will also be showing the new K4 Web Editor module, which lets users write, edit and copyfit InCopy articles in K4 with nothing more than a standard Web browser and an Internet connection.

Other MEI products used at student newspapers around the country include the company's flagship Page Director® Advertising Layout System, the industry standard for issue planning and automated display ad layout, and AdForce®, MEI's cost-effective drag-and-drop ad layout solution used by hundreds of smaller publications.

"Students who work with MEI products will leave journalism programs with knowledge that can be directly applied to the systems they'll see in the real world," said McGuire. "With little to no training needed, these students will be truly sought after in the industry. Chances are, if they get a job in this business, it will be someplace that has K4 or ALS."

The Western Association of University Publications Managers is meeting through Friday, May 18, in Tucson, AZ. For more information about WAUPM, visit <http://www.waupm.org>. To learn more about MEI products, contact John Marshall at 603-434-9755, or visit MEI on the Web at <http://www.maned.com>.

About K4

The K4 Publishing System, integrated with InDesign and InCopy, allows publishing professionals to manage design and editorial workflow and to control the entire production process. With its multi-level security controls, open SQL architecture and robust customization options, K4 supports a transparent and secure production workflow for individual workgroups or entire publishing enterprises. K4 is a product of SoftCare GmbH of Hamburg, Germany. MEI is the exclusive distributor of K4 in the Americas.

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Web site:
<http://www.maned.com>

Product URL:
<http://www.maned.com/products/k4/k4.html>

MEI is a leader in the development of quality software solutions for the evolving publishing industry. The Page Director Series of Advertising and Classified Layout Systems, K4, Integrated Production Suite (IPS), Wave2 advertising platform and IPS AdTrac deliver automated pagination and workflow solutions to print and electronic publishing markets. MEI is a portfolio company of Adobe Systems Inc. (Nasdaq: ADBE), and has twice been named a laureate of the Computerworld Smithsonian Collections.

###

Paul Weinstein
Media Contact

pweinstein@maned.com

Link To Article: <https://prmac.com/release-id-402.htm>
