

TUKUTUKU KÖRERO

PRINT AND WEB-BASED EDUCATION MAGAZINE

The “new look” New Zealand *Education Gazette* was introduced in 1999 - accompanied by the *Education Gazette Online* - as part of an innovative redevelopment undertaken, with partners, by CWA New Media.

The *Gazette* has provided an essential communication and information service to the compulsory school sector since its first publication in 1921, and is distributed fortnightly to all New Zealand schools. It comprises articles, information services, notices and the latest teaching vacancies.

THE NEED

The New Zealand Ministry of Education determined that it needed a new approach and new thinking for its fortnightly flagship magazine. It required that the *Gazette* offer its audiences a mix of latest news, articles, notices and teaching vacancies information in a consistent and reliable print format, as well as offering a 24/7 equivalent online presence..



THE INNOVATION

CWA New Media developed a dual publishing technology system which supported delivery of both the print and electronic formats of the *Gazette*. In developing the system and accompanied business rules, CWA enabled:

- The magazine’s production team to lay out the magazine in a print-ready format, which also supported web-based presentation
- Its Online Editor to access web-based services through which they could respond quickly to audience enquiries
- The online tracking and publishing of teaching vacancies within two days of submission by schools, and associated queuing for printing in the next hardcopy version of the magazine
- The provision of an online Vacancies Alert service through which users can nominate to receive tailored job information to match their areas of interest by email - 22,000 Vacancy Alert Service users now take advantage of this service
- Archiving and full-text searching of past articles, including articles in te reo Māori
- The development of a *Gazette Online* site which now receives over 2.3 million hits a month from local and overseas audiences wishing to find out more about teaching and learning in New Zealand.

CONTACT

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