

# The Poynter Institute

industry:: education & training

www.datag.com

Technology  
that means  
Business

**on-the-fly content management**

**intuitive information archiving**

**database-driven educational site**

**dynamic events calendar**

## About The Poynter Institute

The Poynter Institute is a school dedicated to teaching and inspiring journalists and media leaders. It promotes excellence and integrity in the practice of craft and in the practical leadership of successful businesses. It stands for a journalism that informs citizens and enlightens public discourse. It carries forward Nelson Poynter's belief in the value of independent journalism. No matter what their job title may be, journalists come to Poynter in a search for excellence. Resident and visiting faculty provide concentrated instruction and personal support in that quest.

## The Situation.

The Poynter Institute's Web site is a powerful information resource for journalists around the world. With new events, information and articles published daily, the Poynter team realized that their Web solution would have to offer an efficient, effective method of updating multitudes of site content. They were also looking for a powerful solution to help create and manage an extensive archive of teachings, expertise and research.

## The Solution.

DataGlyphics worked directly with Poynter to build new site and robust community that features a front-end Visual Editing System for on-the-fly content management. With the new site and content editing tool, authorized Poynter personnel now can login to their live public Web site, choose "switch to edit mode" and make changes/edits in real-time – all from the front-end of their live Web site! The intuitive editor features tools, commands and functions similar to most word processing applications, thus enabling users with no Web development skills to edit, update and manage the site's content. DataGlyphics also hosts the site and provides continual managed services.

300 First Avenue South  
Third Floor  
St. Petersburg FL 33701

ph:: +1.727.827.3939  
em:: info@datag.com