

**RECORD-JOURNAL  
PUBLISHING CO.**  
Headquarters  
Meriden, CT

### Trends

Attract, Retain & Engage  
Brand + Culture  
Enhanced Collaboration  
Real Estate Optimization

### Solutions

Audiovisual  
Furniture



New work café is the social hub of workspace | Photos ©Joseph Ferraro Photography

## Fifth generation Record-journal reinvents itself as a modern and innovative media company.

Adaptability accurately depicts Record-Journal throughout its nearly 150 year history. Founded as The Weekly Visitor in 1867, the company has gone through many mergers, acquisitions and reinventions to become a 5th generation publishing and media company. Due to changes in organizational structure, operations and branding, their workspace no longer supported their business. Two-thirds of their building wasn't functional space, causing employees to be spread out on three separate floors, making collaboration difficult.

Serendipitously, the city of Meriden was developing the downtown area and purchased the building, creating an opportunity for Record-Journal to relocate. After occupying their previous building for over a century, the new space created a workplace suited for their new collaborative culture and modern media brand

## Employees shape workplace design through surveys and workshops.

Record-Journal formed the "Next Generation Move Team" to manage everything from finding a new location, engaging employees on their desires for the new workspace, and facilitating purging, cleanup and move management. Focused on employee feedback, Record-Journal engaged Red Thread and Steelcase to conduct three online surveys (Needs Assessment, Mobility and Collaboration) with a 95% completion rate, and held two on-site workshops with employee participation—ensuring the new work environment was designed with their aspirations in mind.

The new open plan provides ample natural light and a variety of options for people to work throughout the day. Six meeting rooms, including a large conference room with videoconferencing and reconfigurable tables on casters, offer options for collaboration or respite. The work café is a new space for informational gatherings and socializing. Being part of the design process reenergized employees and created excitement around working in their new surroundings.



Reconfigurable conference room provides flexibility

“ This move was an opportunity to transform our workplace as we transformed our business. Red Thread helped us engage our employees to design a modern, open and inspiring workspace, and provide the opportunity to work more collaboratively and effectively. Red Thread was an excellent partner that guided us throughout the process. ”

- Liz White, Executive Vice President & Assistant Publisher  
Record-Journal Publishing Co.

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**21st century space embodies a  
revitalized brand and culture.**

The overarching goals of the design were to reflect and communicate the evolution and vision of the company to their people, readership and industry members. In an effort to modernize and reaffirm their commitment as a comprehensive media company, Record-Journal relaunched its family of brands as RJ Media Group in coordination with their move.

Low workstation panels and minimal private offices allow you to view the entire office from end to end. The open plan provides ample space for both focused work and informal collaboration and socialization, with modern divider screens to separate work areas from recreational spaces. The space is more accessible than ever—people now have the opportunity for impromptu meetings and places to perch for quick collaboration.

Wanting to embody the spirit of industry innovators, Record-Journal personalized their space with their illustrious history and mission in mind. The work café is a truly multipurpose hub with bar-height touchdown space for collaboration and social connections during and after work. The word cloud communicates their cultural aspirations with the key words, “technology, connected and collaborative,” along with the 12-panel photographic company milestone timeline celebrating their distinguished history.

Even after settling in, Record-Journal continues to focus on their people by asking for their feedback on the success of the move and the impact the space has had on the company. Overall, people have recognized the ease of communication between departments. They are more satisfied with the variety and quality of spaces available, which has had a positive impact on their wellbeing and productivity. The RJ Media Group’s modernized brand and culture are now aligned with their new work environment.



Open plan accommodates individual and group work



Reception area supports refreshed brand & culture