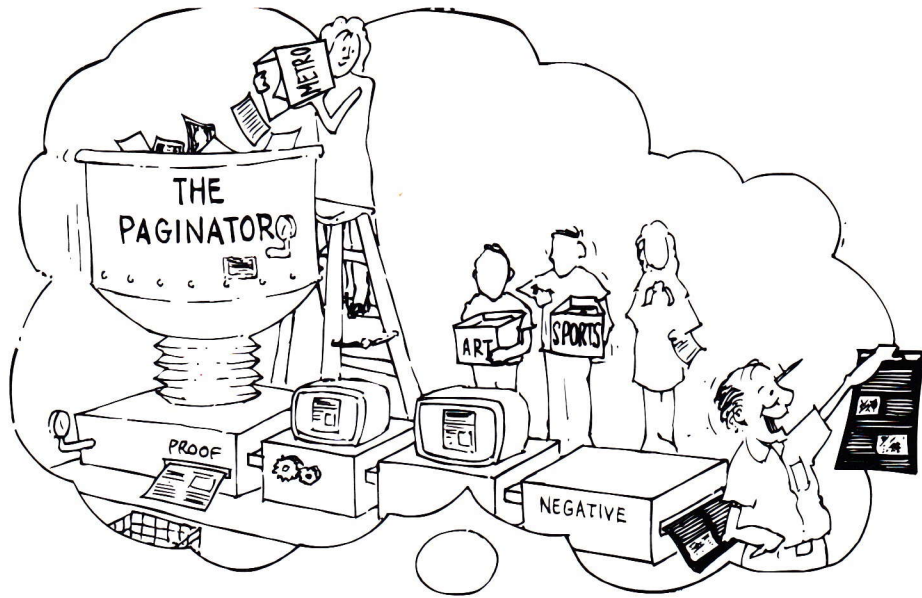




The American Editor[®]

AMERICAN SOCIETY OF NEWSPAPER EDITORS

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PAGINATION

It changes more than your composing room [Page 4]

FOIA
on its 30th anniversary
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DIVERSITY
and a disturbing study
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have to decide what is best for your size staff and newspaper. Most larger papers are moving to the design desk concept, where page designers do all the layout and pagination while the copy desk maintains the function of editing copy and writing headlines.

Others find that the best solution is to have the flexibility of having the copy editors do editing and designing. Still others have technicians, usually former composing room employees, do the paginating from dummies supplied by the copy desk.

At the Post and Courier, we adopted a combination of the first two systems.

Our features pages and advance pages are done by a design desk. But the news and sports pages on deadline are handled by copy editors. Because of our size (109,500 daily), we found that a well-trained desk where all editors are capable of editing and paginating is paramount for flexibility in scheduling.

THE WORD IS YOUR MOST IMPORTANT PRODUCT

With pagination, the copy/design desk has control over the pages. But there is no backup to catch errors once the page is sent to negative. That's why you need to develop a page-proofing system. You also need to hire good editors and teach them to paginate, instead of trying to teach computer geeks to spell. ♦



You may need to rethink your whole organization

In choosing the new system for Phoenix, the focus has been on ownership, participation and decisions based on 'customer' demands

BY HOWARD FINBERG

The following was adapted from a speech Finberg gave at the Seybold Conference earlier this year. PNI is installing a CCI Layout Champ system as a replacement to its 10-year-old triple-I system.

Pagination is an "old" technology. More importantly, pagination will not help a newspaper in the "new media" landscape of today. What's really important are the opportunities of a publication database system.

We can develop all the online, fax, and other new media products in the world, but unless we are lucky enough to be hiring dozens of new employees over the next ten years, we need to figure out better ways of using our existing resources of staff and equipment.

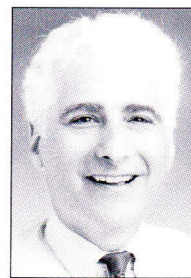
Just buying new equipment, however, isn't enough. Newspapers also need new ways of developing and installing these powerful systems.

At Phoenix Newspapers, we had an interesting challenge — we had to find a replacement for our pagination system. However, we also had other projects on our corporate plate — a new accounting system, a new circulation system and an advertising sales system.

But we also have a vision at PNI: system integration, not separation. What we wanted was to create and integrate a 21st century method of publishing in both the print and new media world, all of which would use the same staff.

More importantly, we want to share information throughout the organization and avoid the assembly line process that has developed over the years. Many newspapers are not very good at sharing information, especially during the creative and editing process. My goal was to leverage the technology so the skills of all staff members would be utilized throughout the entire process of putting out a newspaper.

SYSTEM 'OWNERSHIP'



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To reach that goal, we needed new ways of working. And we needed to change another paradigm — project ownership. The old paradigm is that systems are owned by services departments. Changing this paradigm is something we need to think about as we develop new methods of technology — regardless of whether it involves putting classifieds on the Internet, installing a voice information system or developing a