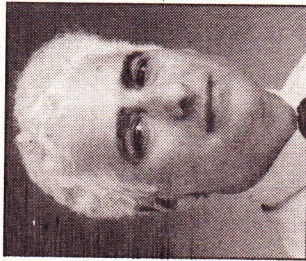


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porting PCs and much of what Windows 95 promises to bring to the PC is here now with the Mac.

Howard Finberg



Howard Finberg is senior editor for information technology at Phoenix Newspapers, Inc. His responsibilities include establishing on-line services for both news and advertising products, audiotext services and database marketing. He is president of the SND Foundation.

Q. How is pagination affecting newsroom staffing? More or less staff?

A. Any shift in work responsibilities — and that is what happens with pagination — requires shifts in work staffing. Whether that is a change within the newsroom or within the newspaper is an individual newspaper's option. You'll need more people — and not just designers — to handle electronic composition.

Q. How to best re-organize traditional copy desk structure into one that accommodates designers as well?

A. First, what are your goals in the re-organization? Is the plan to have various types of journalists sitting in the same location, but doing different kinds of jobs? Or, do you want to have copy editors and designers doing sharing duties? I suggest more specific goals with this or any other kind of reorganization project following on the heels of pagination.

Q. FTE implications — how do we keep designers from overload?

Sue Deans, The Sun News

A. Understanding the type of work that will be flowing through the design department or copy desk is the first step. Second, and just as important, is to look for "automatic" functions when purchasing a pagination system. There are some functions that are best done by the computer. Save the designers for the pages that need design. Some pages just need the placement of stories.

Q. What is the best bet for pagination? Wait for a great system or dive in now?

Jim Bole, El Paso Times

A. There are no "great" systems. No system is perfect and I suggest that you won't find a perfect system in the future. What are the goals of the organization? Save money? Do more pages? Identify those goals and you'll understand whether to dive in now or slowly "slip" into pagination. Pagination won't be a "cure all." It is only a method of putting out pages.

Q. What will be the future technology for getting information to the reader?

Deborah Redmond, News & Review

A. If I could answer that, I could become a consultant or at least rich. I'm betting that it will be a combination. There are two reasons: 1. Our customers will

be slower to change than we think. 2. Newspapers don't have the culture or organizational skills to make a total shift to electronic delivery. Instead, newspapers will experiment with non-traditional methods of delivery.

Q. How can you make the transition from one system to another as painless as possible?

The News & Observer, Raleigh, NC

A. One method that I have used I call "get everyone involved" committee. Sounds simple, but unless you start out with the goal of communication, commitment and involvement, the transition will be difficult. Remember, any system transition will be painful. The goal is to ease the pain.

Q. When will systems offer sufficient automation to actually allow editorial labor savings?

Neal Pattison, Albuquerque Tribune

A. The first of those types of systems are coming to market and installation today. I don't expect that we'll see great savings until the turn of the century. However, at that time there may be need to for reallocation of editorial resources rather than labor savings.