<table>
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<th>Title</th>
<th>The simple message: take advantage of technology - BEFORE it takes advantage of you.</th>
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<tbody>
<tr>
<td>Author(s)</td>
<td>Solimeno, Bill.</td>
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The Simple Message:

"Take advantage of technology - BEFORE it takes advantage of you"

Solimeno 1
Are you a railroad or a transportation provider?

Are you a newspaper or an Information provider?
Not a simple answer during fast changing times

No matter what you may become - you can't loose focus - you are a newspaper

BUT

Solimeno 3
During 3 transitions of technology which brought us to the 4th WAVE, vendors came and went

Some lost focus - some lost vision

Solimeno 4
5th Wave - This time the challenge is YOURS

The newspaper's turn to show their vision & move forward

OR

Bury our heads in the sand & let unknown competitors take over

Solimeno 5
Minor example of ignoring technology - lost ad revenue

- 1) lost to unknown competitors
- 2) lost because we ignored opportunities provided by technological advances

Solimeno 6
New tools

- Multimedia
- CD-ROM
- Digitization of everything
- On-line
  - Internet
  - Bulletin boards
  - Commercial Services
- Fax
- On-demand printing

Solimeno 7
Each tool appropriate for unique, niche applications

Peripheral or mainstream?????
I believe today - they are peripheral!

Printed products won't disappear tomorrow
Multimedia - who is really concentrating on anything but "alternate media?"
(composite reprints)

but this is ideal for historical collections &

really CD type material?

CD-ROM - Is your „time critical NEWS
FAX - NY Times finds a niche - but clearly not for most of us

Solimeno 12
On-demand printing - Fax of a different color

Solimeno 13
On-line - Can't be ignored

Where is the beef?
Where is the $$$$?

Solimeno 14
What do your clients want?

(key question of "Information provider")

Solimeno 15
Who are your clients?
Are they changing?
(Newer, younger, additive audience)

Solimeno 16
Do they really want an endless bottomless reservoir of unedited, unfiltered, unformatted "Information"?
Don't lose sight of the value you - the newspaper - bring to raw information
Tremendous value in editing & organizing

"Hot News"

Solimeno 20
If we believe readers want to absorb our daily news (and advertising) as they would conduct a research project, then yes - a newspaper should consider a more complete change in becoming "Information Suppliers".
Today's readers have less time - not more

They appreciate USA Today

Mickey Mouse "Macpaper"?

or

Tailored representative of tomorrow?
Would you rather read the wire services or a friendly product you can identify with?

Solimeno 23
What happens to "Brand Loyalty" when our focus becomes "Information" more than edited opinion?
Therefore - we must face the challenge

- 1) We must change to provide more "Information"
   and/or edited copy via many different media

- 2) We must not lose focus or forget our real value

- 3) We must keep our eyes open - willing to accept
   or create new opportunities before others take
   them from us

Solimeno 25
"Take advantage of technology -
before it takes advantage of you."

Solimeno 26
Newspapers as Information Suppliers

Solimeno 27