<table>
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<th><strong>Title</strong></th>
<th>The simple message: take advantage of technology - BEFORE it takes advantage of you.</th>
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<tr>
<td><strong>Author(s)</strong></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
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?"
CD-ROM - Is your "time critical NEWS really CD type material? (but this is ideal for historical collections & composite reprints)
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 $$$$?
What do your clients want?
(key question of "Information provider")
Who are your clients?
Are they changing?
(Newer, younger, additive audience)
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 (& advertising) as they would conduct a research project, then yes - a newspaper should consider a more complete change in becoming "Information Suppliers"

Solimeno 21
Today's readers have less time - not more

They appreciate USA Today

Mickey Mouse "Macpaper"?

or

Tailored representative of tomorrow?

Solimeno 22
Would you rather read the wire services or a friendly product you can identify with?
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 loose focus or forget our real value (edited copy)

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