



Managing Technology



➡ Howard I. Finberg / Phoenix Newspapers



I don't love computers



...and I didn't love #2 pencils





Technology is just another “tool”



Sure, the tools are fun but their
impact is much greater than we
sometimes realize





Understanding technology's impact



Whose job is that?

- ➡ Don't wait for the answers from above, outside or sideways





All technology is ecological



Technology changes everything,
but doesn't add anything to your
newspaper



The “cutting edge” hurts



There is always something newer
and cheaper

➡ Accepting that condition reduces stress and
allows you to make better decisions





Looking at history can help



Understanding when there is a
“paradigm” shift is important

- ➡ Knowing when there isn't is even more important
- ➡ Going from hot type to cold type is evolutionary;
going digital is revolutionary



Technology isn't hardware . . .



. . . or even software





Technology is about people



And how people work

- ➡ Understand the how work moves (or how you want it to move) and you'll understand what technology solutions you need.



Newsrooms learn by example



If a newsroom manager isn't
willing to invest time or energy
in understanding technology,
don't expect the staff to care





Techno-evangelism



Finding the leadership within the newsroom

- ➡ Teaching yourself
- ➡ Teaching your staff
- ➡ Teaching your boss