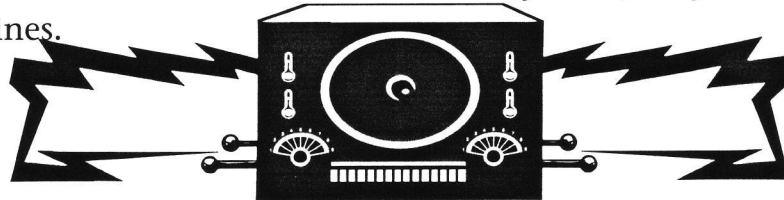


Techno-Evangelism

Thoughts for the newsroom manager

1. Technology is an ecological issue. By itself, technology adds nothing. Its introduction changes everything.
2. A newsroom learns by example. If a newsroom manager isn't willing to invest time or energy in understanding technology, don't expect the staff to care.
3. The key issue about technology isn't hardware or even software. It's workflow. Understand the how work moves (or how you want it to move) through the newspaper and you'll understand what technological solutions you'll need.
4. Techno-evangelism means finding a leader who will take risks, become a teacher, shoulder responsibilities and be willing to go wandering in the "desert."
5. Looking at history can help prepare you for the future. 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.
6. No matter how much you try to be on the "cutting edge," there will always be something newer and cheaper the day after the purchase order is signed. Accepting that as part of "techno-life" reduces stress and allows you to make better decisions.
7. No matter how well you plan, the project will take six months longer.
8. Computers crash. No matter how fast they work, they are still just machines.



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