

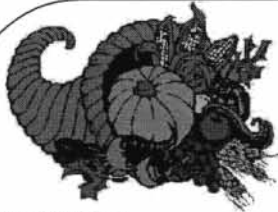
THE DAYTON ENGINEER

WHERE PROFESSIONALS CONNECT

November 2001

DAYTON, OHIO

BIRTHPLACE OF AVIATION



Happy Thanksgiving

Please Join us at The Engineers Club on Thursday, November 22nd for our traditional Thanksgiving Day Buffet
Serving From 11:30 AM to 2:30 PM

MENU:

*A Selection of Salads, Including Caesar, Garden, Pasta, & Fresh Fruit
Main Course of Roasted Turkey, Carved Ham, & Portabella Mushroom Cassarole
Side Dishes Including Dressing, Whipped Potatoes & Gravy, Sweet Potatoes, Grilled Vegetables, and Broccoli w/ Cheese Sauce
And of Course, Rich and Sumptious Desserts, including Fresh Pumpkin Pie and Lemon Mist Cake*

Adults: \$22.50 Children 6-12: \$9.95
Children Under 6 Eat Free



Reservations Required By Monday, November 19th 228-2148

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Janning Inducted to Walk of Fame

Member Recognized for Many Inventions, Patents

Engineers Club Member and inventor John Janning was inducted into Inventing Flight's 2001 Walk of Fame on October 17th, at Carillon Park. Mr. Janning was recognized as an inventor, Engineer, and Industrialist. His liquid crystal alignment invention, discovered while working for NCR, made possible the manufacture of LCDs found in products such as wristwatches, calculators, and electronic displays.

Mr. Janning is the owner of JLL, Inc., an invent-for-hire company, founded in 1989 to assist companies in developing new products or finding solutions to existing problems. President & Chief Scientist is John L. Janning, holder of 47 U.S. patents + 9 pending plus over 250 worldwide. John is also a motivational speaker on the subject of creativity and imagination. John is the inventor of the liquid crystal

See Janning, Page 7

The Challenges of New Media Technology

An Interview With Dayton Daily News Publisher Brad Tillson

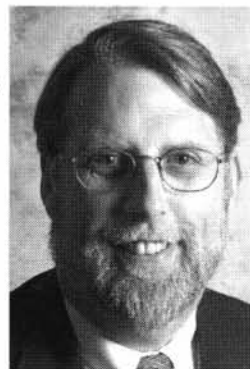
By Hap Cawood

Brad Tillson, a member of the Engineers Club since 1986, is publisher of the Dayton Daily News and CEO of CoxOhio Publishing. He was recently interviewed by The Dayton Engineer.

Dayton Engineer: How has technology changed the newspaper business in Dayton since you started with the Dayton Daily News?

Tillson: I started with the Dayton Daily News in 1971 when Dayton Newspapers had more than 200 men (no women) operating Linotypes in the Fourth Floor Composing Room. Reporters wrote their stories on copy paper; they were edited with black pencils, pasted together and sent by pneumatic tube to the Composing Room where the Linotype operators re-keyed them into "hot lead." The lead was loaded in massive trays which were inked so proofs could be "pulled" and sent down to the copy desk for proofing.

When I think back on it, I'm amazed we were able to get out a daily newspaper but, of course, that was pretty much the way printing had been done since Gutenberg invented movable type in the 15th century.



Brad Tillson

See Tillson, Page 5

Tillson, continued from Page 1

When reporters were not in the office their only choices for getting information to the newsroom was to have Western Union wire it or to telephone it in to "rewrite." Telephoning meant finding a pay phone or an office with a land line. Film had to be brought back to the office and developed.

Today, all of the processes above are relegated to museums and history books. Reporters in the field communicate with laptop computers that transmit copy directly into the computers at the Daily News. They also communicate with cell phones and faxes. Photographers use digital cameras and transmit directly to the DDN.

At the newspaper the difference is even more stark in an age of "cold type" when all content is assembled in computers and zapped to our remote printing plant in Franklin where it comes out as full-page negatives that are then made into plates. Soon the pages will skip negatives and go directly to plate.

These comments only address the technological revolution as it has affected the content production process. While that is probably the most dramatic change, computers and other technologies have impacted every aspect of the newspaper business, from the way we sell ads to how we solicit subscriptions to how we route trucks to how we issue paychecks and pay our bills.

Technology has made us more productive, more accurate, more colorful, faster and leaner. We have fewer employees involved in the production process because so much of that has been

automated. Some of those positions have gone away while others have been redirected to the content gathering side and to the care and feeding of our technology.

Generally, I think technology is a good thing. It allows us to better serve our customers.

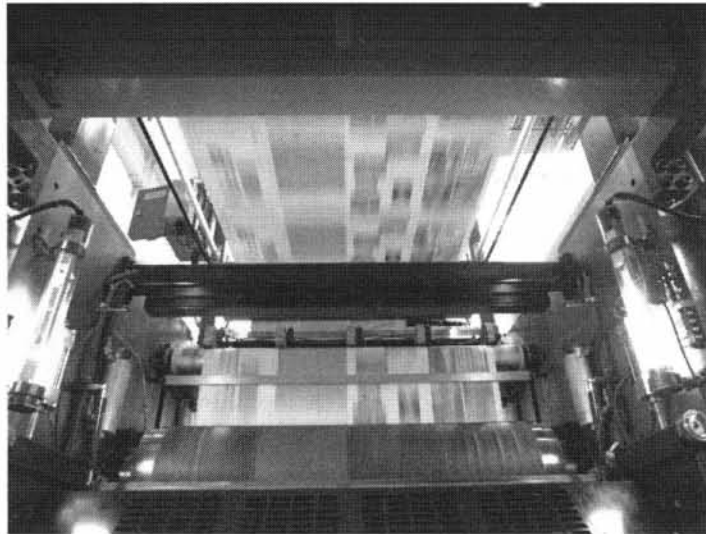
DE: What developments have made you sweat?

Tillson: Most major changes have come with some pain (and sweat). I remember when we almost stopped publishing when we changed our front-end computer systems in the 1980s. But the only technologies whose long-term impact I worry about are the ones that can separate us from our customers, like voice mail. Still, I don't believe there are any bad technologies - only technologies used badly.

DE: Technology has developed cable, which delivers more TV sources to your market, and some people rely increasingly on information from the web and Internet. How have these things changed the way the Dayton Daily News reports and does business?

Tillson: Certainly there are more sources of information now than ever before. What this means is that the pie tends to get cut up into more slices and the existing players get smaller slices as new players come in. As the largest of the mass media, both in terms of ad dollars and audience, newspapers have the most to lose. Still, our competitors would swap places with us in a heartbeat.

The real competition that I care most about is twofold: for local readers and for advertisers. There is still no medium in the market that can come close to the Dayton Daily News for delivering comprehensive local information. Furthermore, no one can match us for packaging it in a predictable, familiar, easy-to-use format.



'The only technologies whose impact I worry about long-term are the ones that can separate us from our customers, like voice mail.'

Even people who leave us for a time return when their hunger for news is highest (see Sept. 11). The bigger issue on readership is lifestyles, not competitors. People are pulled in many directions today and it's harder for us to get our 20 minutes daily and 45 on Sunday.

The advertising battle is even more challenging. Advertisers increasingly want targeted audiences and newspapers are first and foremost mass. We're getting around that with more geographic zoning and targeted delivery. We are approaching the point where we will be able to deliver

address-specific, using increasingly sophisticated data base software that can deliver specific readers to specific advertisers.

I'm a strong believer that, with an institution as strong and pervasive as newspapers, we will be able to continue to change in ways that leverages our strengths and takes advantage of new technology.

Note: Mr. Tillson, the Chair of Inventing Flight's Board of Trustees, will give a presentation to the Barn Gang on Tuesday, December 4th, 2001. He will address his role on the commission and upcoming plans for the Centennial of Flight celebration, to be held in Dayton in 2003.