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The new office is dramatically different. Cubicles and filing cabinets are replaced by a space that is mostly open, with a variety of workstations but no assigned seats.

NEWS, PHOTO AND ADVERTISING TEAMS FOR SYRACUSE.COM AND THE POST-STANDARD WILL MOBILIZE OUT OF A NEW DOWNTOWN HUB.

By Tim Knauss Staff writer

oodbye, cubicles and copy editors.
Hello, collaborative work space and curators.
About 150 journalists and adver-

soon will leave their desks at The Post-Standard building in Clinton Square to launch a new company five blocks away. Their mission is to redefine the news business in Syracuse.

Syracuse Media Group, a new company started by the owners

of the newspaper, will move this spring into a glass-lined, street-level office it's leasing at the downtown Merchants Commons building at Warren and Fayette streets.

The new company is taking over news reporting, advertising and marketing for The Post-Standard and its affiliated website, syracuse.com.

The company's goal — a profitable, digital-first news operation that also prints a newspaper — represents a sharp break from traditional newspaper work. Tim Kennedy, hired in August as president of Syracuse Media Group, said he considers it a startup company.

"We're starting a new company,"
Kennedy said. "We're making a
significant investment in the way we
work, and we think that's much different in the future than the way it
was done in the past."

If office furnishings are an indication, the change will be distinct.

Unlike The Post-Standard newsroom, where desk phones ring at

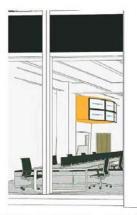
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editions. Unlike copy editors of old, who worked alongside for componers and editors in a newsoun, these employees — some whom are called "curations"— will select material published any structuce on to put together.



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