**ON THE HORIZON**

The march of computer tecnology continues to change the nature of our jobs and workplaces. Considering the global economic and technology scene, some major changes in occupatoins involve changes in communications media, work locations, and communications tools.

**Communications Media**

One key to being successful in our modern, technological world is spotting a trends early and adjusting one’s career direction accordingly. For example, 80 percent of daily newspaper readers are over 50 years old. Young reader are not as interested in the printed word, and each year the industry suffers from a shrinking number of subscriptions. The young are still reading, but they are reading online media sites rather than the printed page. Web sites make excelent dynamic newspapers, as they can be changed at will, they require no printing or distribution costs, and they do not require the newspaper delivery person to go door-to-door asking for payment. This gradual switch to the new media is causing many jobs to change. The number of printing and lithography job’s is shrinking, but Web developers and graphic artists are in demand.

Industry-morphing trends are sweeping away many traditional approaches to marketing and distribution of products. Increasingly, music and movies are being downloaded versus being bought on disk. Fewer movies are being rented, while more people are watching them on-demand through their cable systems. Once a sucessful approach is discovered, every type of media that can be digitized, rather than produced and distributed in physical form, will come under increasing pressure to modernize in order to match the competition. Individuals managing career paths need to be aware of these trends and avoid becoming part of a downsizing effort.

**Telecommuting**

Telecommuting, sometimes called telework, involves working via computer from home or while traveling rather than going into the office on a daily basis. Approximately 25 million Americans telecommute at least one day per week. Telework plans have been especially sucessful for commissioned salespeople, who are are often more productive when away from the office environment.