

Takeaways of the Day

- Shoot many pellets before you fire your cannons
- Washington Post wants to become a technology company
- Journalists as rockstars, engineers as rockstars
- Let millennials do the work
- Design is content
- UX is starting point
- Talk to Facebook – no redlines?
- Skeumorphism
- Look up. See eco. Fall in love with your audience once again.



Takeaways of the Day

- Go on a safari
- Understand – prototype- launch
- Management as a spider
- Flat management = innovation
- One sentence story
- Finish the product – beginning and end
- Mobile catch up
- HTML5 vs APPS



Takeaways of the Day

- Cross generational device – mobile
- Newsletters – “cockroach of the internet” – great entry point for mobile
- Mobile = native
- Newsroom need to be organized around the three speeds of journalism: digital first, daily print, and weekly longer reads
- Search isn’t dead: don’t underestimate the continued power of search for your journalism
- Communicate. Integrate. Be Radical.



Takeaways of the Day

- Separating early stage innovation from business as usual
- Obsess about competitors
- Fast track early innovation
- Journalist, developer, and mobile developers working together
- Create an innovation team

