NYT Innovation Report Reading

Release date: Thursday, December 5th, 2019
Due: 6:00pm, Thursday, December 12th, 2019

This week, your last reading is a chapter excerpt from The New York Times Innovation Report which was leaked in 2014. The report is the product of the newsroom innovation team that was given six full months to ask big questions about the Times’ digital strategy.

In your reading comment, reflect on the Times' new strategies to digitally reach their audience. How can lessons from these strategies be applied to other (non-journalism) industries?

__________________________________________________________________________________________________________

Please be diligent about submitting your comment as a PDF on Gradescope by 6:00pm.

Reading comments will receive 0 points if they are irrelevant, .5 points if they do not relate well to the reading, 1 point for relevant and interesting comments, and a small number of comments (about 15%) will receive an extra half-point for exemplary and highly insightful thoughts. Late or missing reading comments will not be graded and will receive a 0. Keep comments below 150 words. If your comment is more than 150 words, you will not be eligible to receive the extra half-point. An exceptional comment does not merely answer the prompt in a satisfactory manner, but one that is also an insightful analysis through close examination of the reading. Exceptional reading comments are not restatements of the readings, nor are they unsubstantiated claims or opinions such as “I liked the analysis part of the article because I learned a lot.” Rather, they are further explorations into the content and extensions of the points made.

Keep your comment below 150 words. If your comment is more than 150 words, you will not be eligible to receive the extra half-point.

__________________________________________________________________________________________________________