

NYT Innovation Report

Released: Dec 6, 2018

Due: Dec 13, 2018

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 strategy to digitally reach their audience. How can lessons from this strategy be applied to other (non-journalism) industries?

Please be diligent about submitting your comment on Gradescope by 12:00pm.

Reading comments will receive 0 points if it is irrelevant, 1 point if they do not relate well to the reading, 2 points for relevant and interesting comments, and a small number of comments (about 15%) will receive 3 points for exemplary and highly insightful thoughts. Late or missing reading comments will not be graded and will receive a 0.

Keep comments below 200 words. If your comment is more than 200 words, you will not be eligible to receive the 3 points.