The Washington Post

Unifying News + Product

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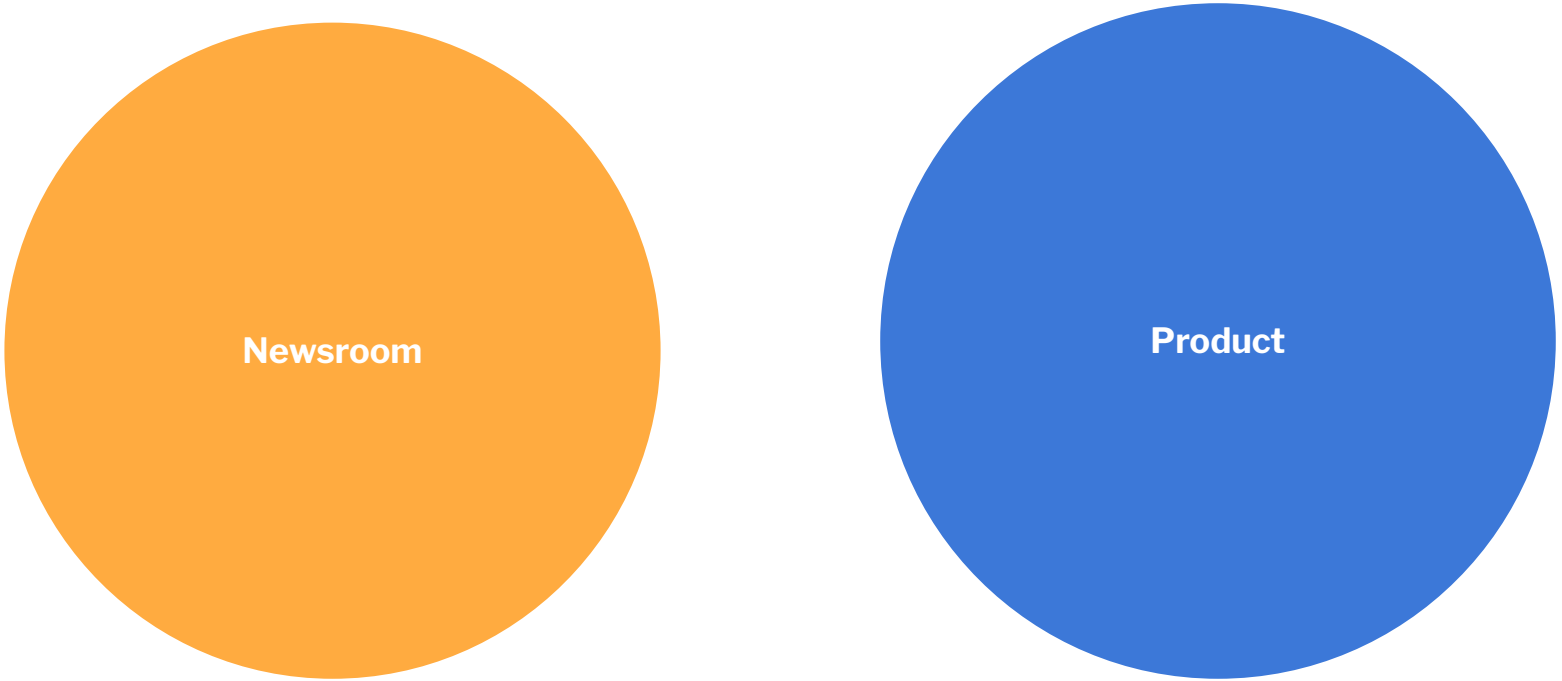
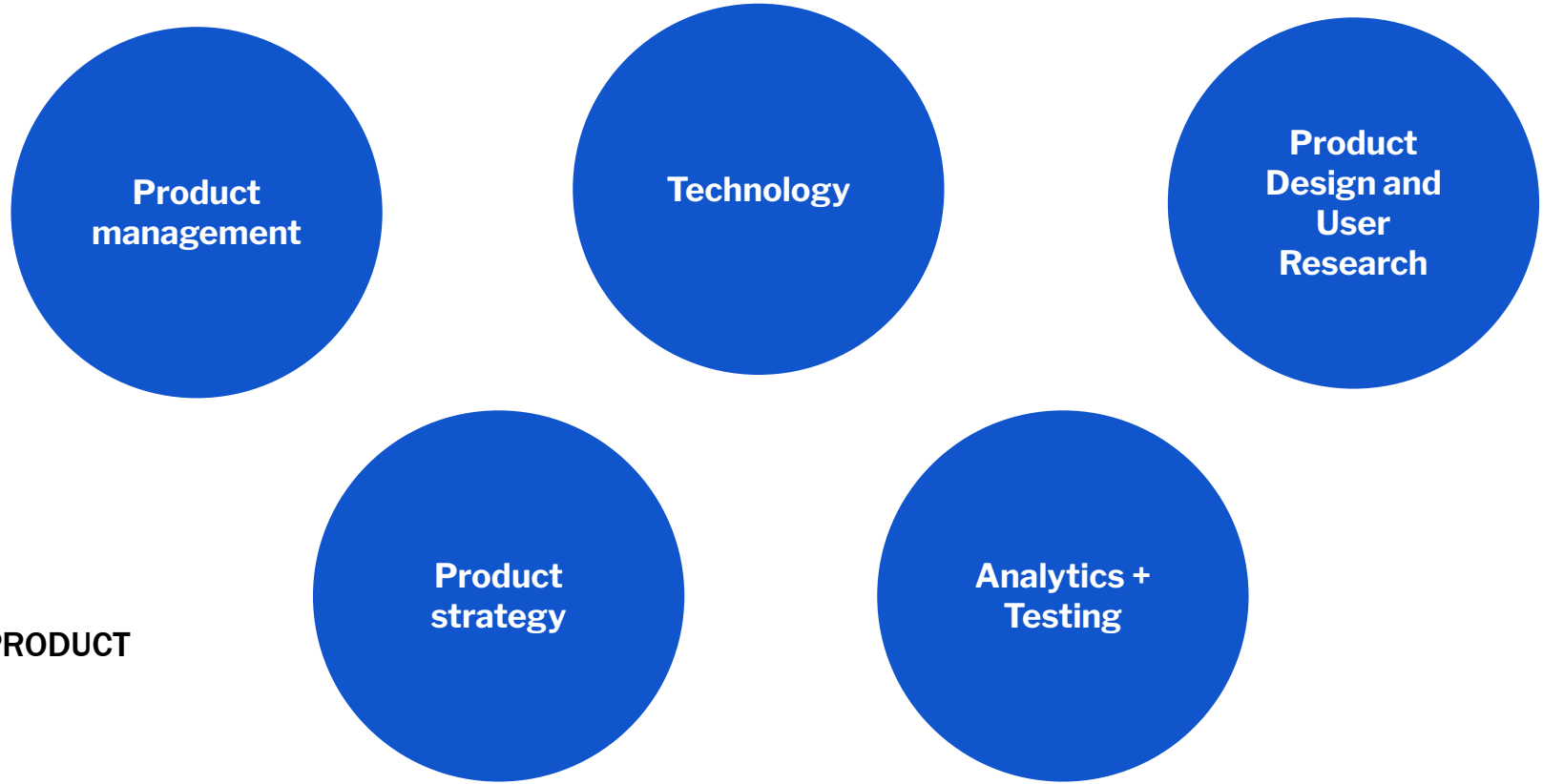
The Washington Post

Clarifying the terms


Newsroom
Product

Audience Insights
Journalists Personalities & Columnists
Graphics + Data storytelling
Distribution & Curation
Content strategy & editorial product development
NEWSROOM

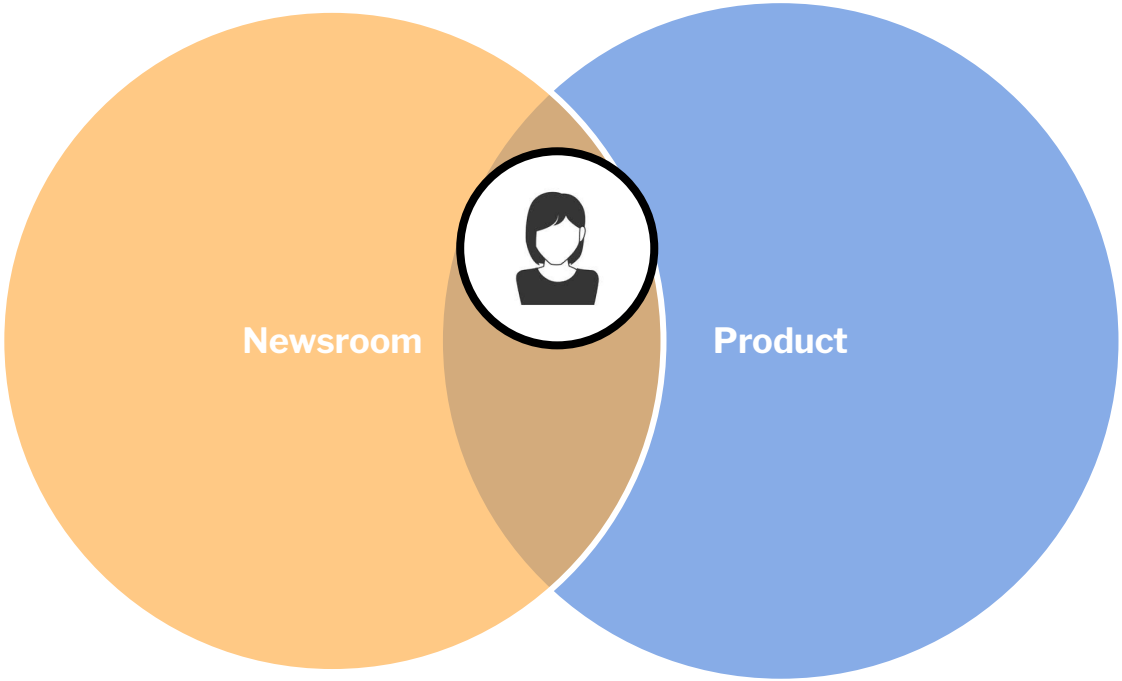

Product management
Technology
Product Design and User Research
Product strategy
Analytics + Testing
PRODUCT

Newsroom
“Content is the product”

Product
“Experience of the content is the product”

It's both.
What the user pays for – both the content *and* the experience – is the product.

How we organize


Newsroom
Product

Digital content + Product teams are combined, including:

- Content + Product strategy
- Distribution
- Engagement
- Conversion
- Tools

NEWS
PRODUCT
MARKETING
OPINIONS
PR
ENGINEERING
CUSTOMER CARE

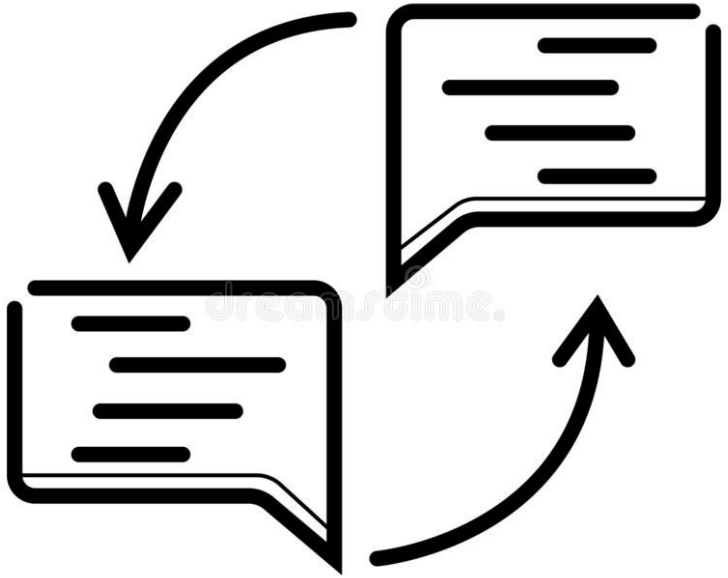
Creating a team dynamic

Three key ideas:

Translation, Trust and Transparency

Translation

Find a shared language.



Trust

Build trust by focusing on the shared mission.

Transparency

Talk about goals, results, successes and setbacks regularly and openly.

Expand product thinking

1. Focus on the audience
2. Use data to evaluate progress/opportunities
3. Prioritize
4. Test, Learn & Iterate

Focus on the audience needs.

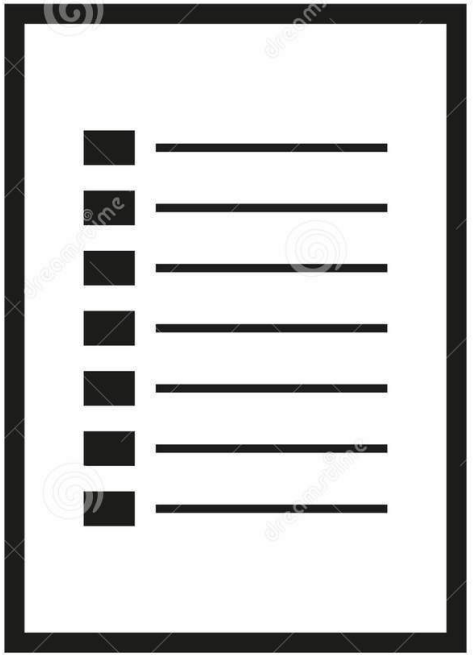
Understand who you want to reach and what they need.

Use data as a guide

Use data – not simply gut – to inform opportunities and priorities.

Ruthlessly prioritize

Determine what is important and focus on that – don’t “peanut butter” your resources



Test, learn and iterate

Push to get the minimum delightful product (MDP) to market quickly.

Constantly test and apply learnings.

Encourage experimentation and big ideas.

“What’s dangerous is not to evolve.”

JEFF BEZOS

The Washington Post

Thank you

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