



## **Justin Ferrell**

Director of Digital, Mobile & New Product Design  
The Washington Post

**December 3, 2010**

**It's the future  
... get with it!**

*– Ben Bradlee*





### Top Secret America: A hidden world, growing beyond control



The top-secret world the government created in response to 9/11 has become so large and so secretive that no one knows how much it costs, how many people it employs, or how many agencies do the same work.

**BREAKING NEWS**  
It's official:  
Facebook hits 500 million users

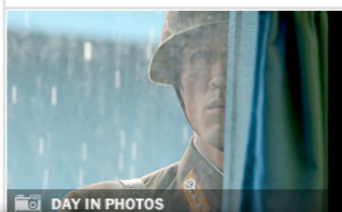
### Obama destroying Dem fundraising club



Obama has turned his back on a tradition of raking in financial sector dollars and taking the feedback of captains of industry.

### Near-collisions on rise in the D.C. region's skies

A United Airlines plane bound for Reagan National Airport from Chicago narrowly avoided colliding with a business jet departing from Dulles last Monday, the latest of 22 recent potentially dangerous mistakes by air traffic controllers who command the skies above Washington.



Live Topics [dropdown] My Saves [plus icon]

<b>Gulf Oil Spill</b> A floating city springs up to contain oil spill	<b>NFL Training Camps</b> 10 questions as players report	<b>Afghan War</b> NATO rockets kill Afghan troops	<b>Wikileaks</b> Comparison to Pentagon Papers misguided	<b>Inception</b> Box office thriller drawing repeat viewers
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**NYT: you've been scooped! ★★★★★**

[Report a Concern >](#)

by Joe S - Version 1.0.0 - Nov 9, 2010

This app is TERRIFIC and simply runs rings around the NYT iPad app. It's easy to navigate, quick to update, and scrolls very smoothly, none of which are true about the NYT equivalent. Great job guys -- I will very likely subscribe when the free period ends. The reviewers giving this 1 star due to signup issues are idiots. This is clearly one of the best news apps on the iPad to date.

OK, one little nit: I understand you have to run ads, but the amount of space devoted to them could be a little less obtrusive. However, even here, I greatly prefer this approach to the NYT, which routinely brings up those completely obnoxious full page ads, which take several seconds to dismiss and get back to where you were.

8 out of 8 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

**Missed the mark ★★★★★**

[Report a Concern >](#)

by Sdkjfhuh - Version 1.0.0 - Nov 8, 2010

I've been waiting for a WaPo app for a long time now. This is not what I was hoping for. Like many DC locals, I want to read the paper on the Metro, but this app doesn't work offline unless you download a specific article. It also does not replicate the printed front page. I want the traditional reporting sections, not blog posts and twitter updates. So far, this is a big disappointment.

They say that the monthly price will be \$4 once they start charging, but i'm already paying \$12/month now for the Nook version of the paper that i have delivered to my iPad. That doesn't even come with the photos. I'd rather pay more and get the real journalistic content.

7 out of 13 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

**Very good news reader ★★★★★**

[Report a Concern >](#)

by A.J.Busa - Version 1.0.0 - Nov 9, 2010

This is a nice presentation of the Washington Post. Very clean, very well organized, easy to navigate. Many nice features. Articles come up properly sized for the iPad. Font size can be easily adjusted for the comfort of the reader, which makes it ten times better than the web browser based version of the Post. Content tracks true with the print edition. Nice features, like storing articles to read later. Has small advert from Exxon on the bottom or side, as they are sponsoring this free trial, but it's unobtrusive. We shall see what advertising is like for the later version. I would give this app 5 stars if only I could find the comics for my wife to read!!

5 out of 5 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)





Metro train. 10.29.10. Washington, D.C.

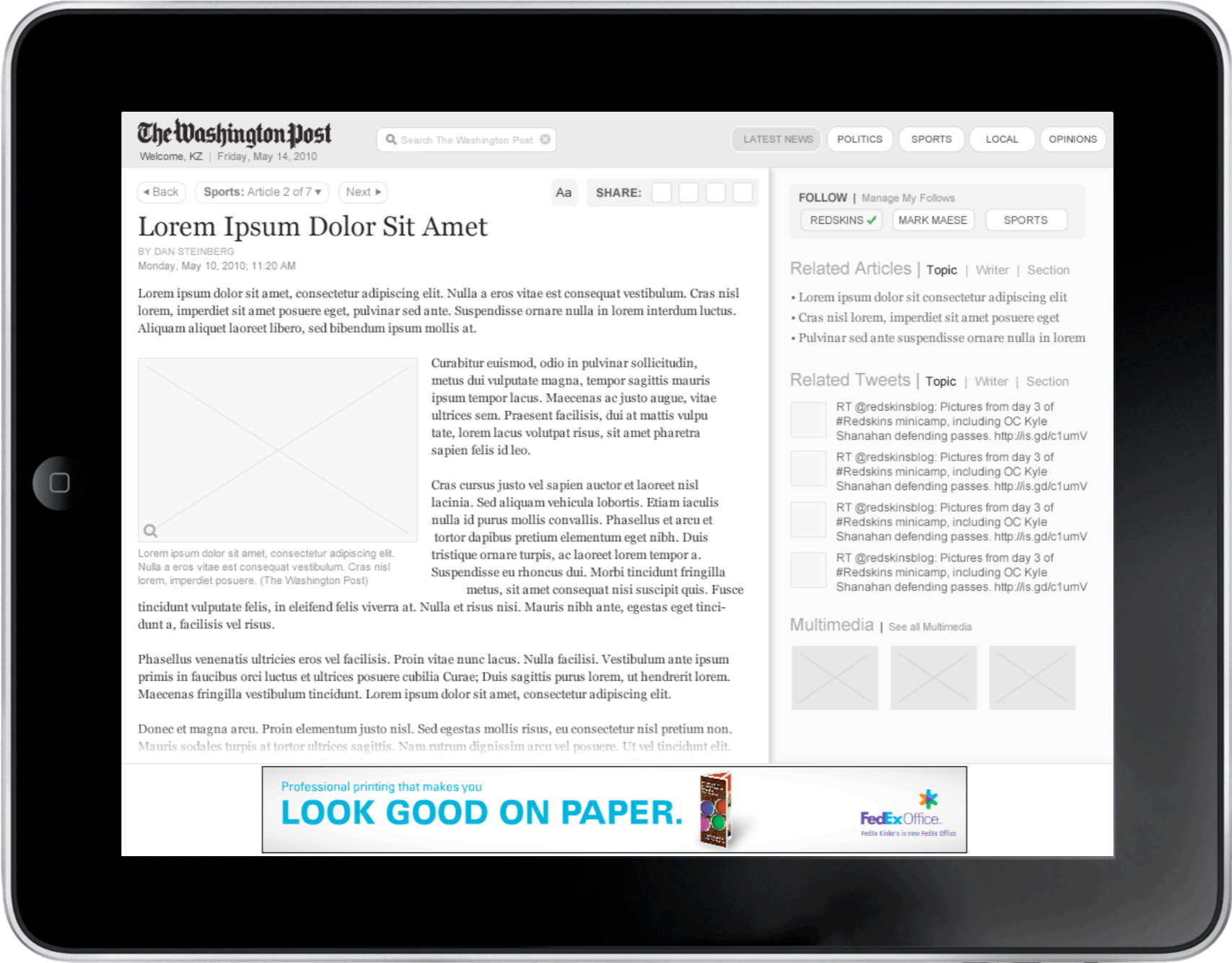
“The effortless way that The Washington Post’s iPad app integrates curated, meaningful Tweets into their articles and content brings Twitter’s real time pulse directly into the app experience.

By showing firsthand Tweets from the newsmakers themselves as well as readers’ Twitter reactions, The Post offers a broader, multifaceted perspective on each news story.”

— *Chloe Sladden, Twitter Director of Media Partnerships*









< NATION: Article 2 of 7 >

Aa + SHARE: [social media icons]

# BP set to name Robert Dudley, an American, as CEO

BY STEVEN MUFSON, Washington Post Staff Writer  
Tuesday, July 27, 2010

For a London-based petroleum company that relies largely on oil produced in the United States and Russia, Robert Dudley might be just the ticket.



Blamed by many for the catastrophic Deepwater Horizon oil spill, it is believed that BP chief executive Tony Hayward will resign his post in October and take a job with the company's joint venture in Russia, TNK-BP.

BP's board is expected to announce early Tuesday that it has picked Dudley, who grew up in Hattiesburg, Miss., and later spent eight years working in Russia, to become the company's chief executive, cutting short the turbulent tenure of British geologist Tony Hayward, who has been caught in the vortex of U.S. public anger over the Gulf of Mexico oil spill.

The choice of the even-keeled Dudley, who would become the first American to run the company formerly known as British Petroleum, would represent a fresh start for a firm that has been soiled by the massive oil spill.

"It turns a new page, and it starts to look to the future," said Daniel Yergin, chairman of IHS Cambridge Energy Research Associates. "I think Bob has both the technical competence and a broad view of the industry and where it fits into the world." would represent a fresh start for a firm that has been soiled by the massive oil spill.

FEATURED LIVE TOPIC

## Gulf Oil Spill

While it's now happy sailing for Tony Hayward, rough conditions will persist in the Gulf of Mexico for years to come because of his failed leadership. The new leaders of BP will have an uphill climb to correct the legacy left by Hayward, indelibly inked by the disaster in the gulf.

- washpostfan

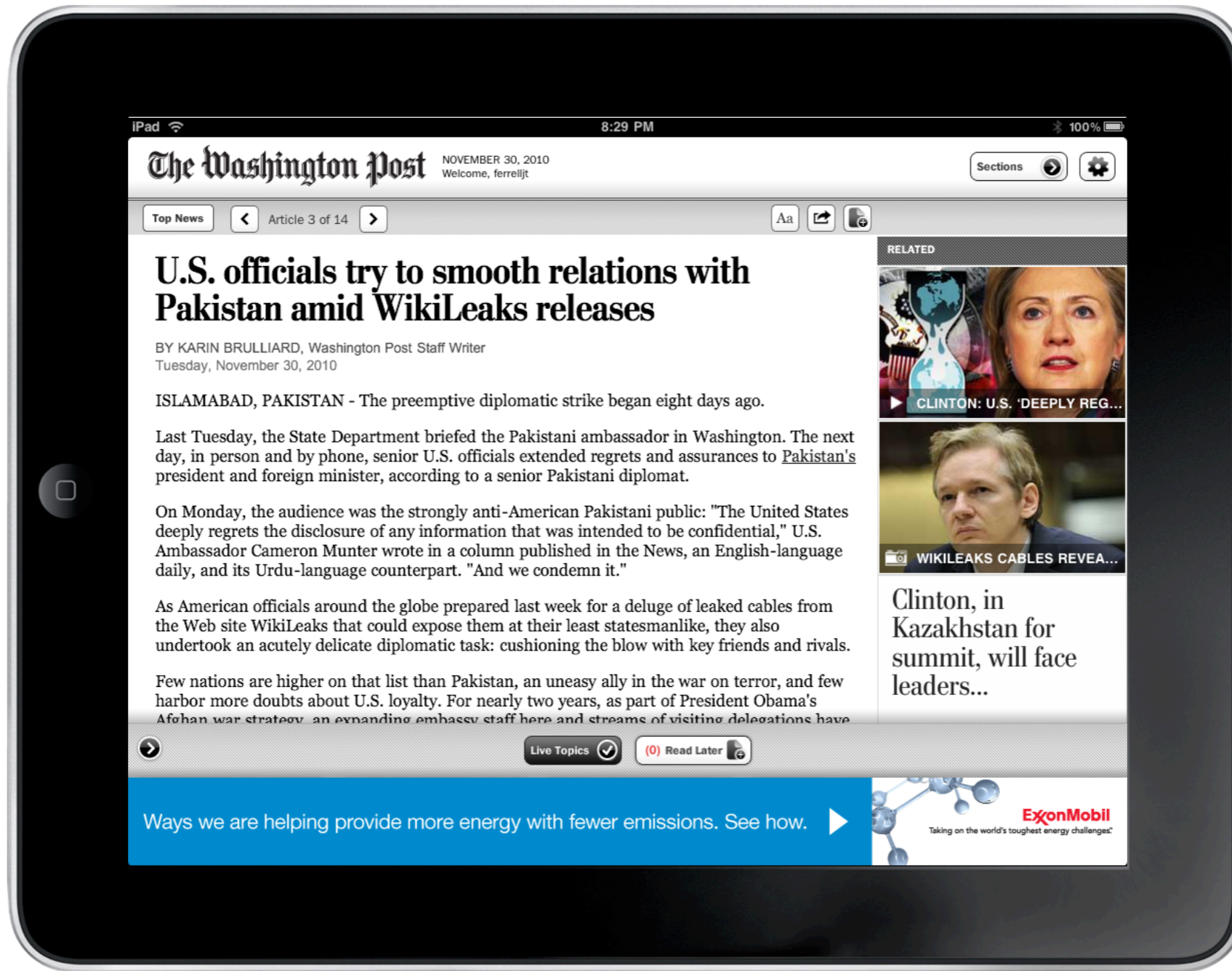
Join the Conversation



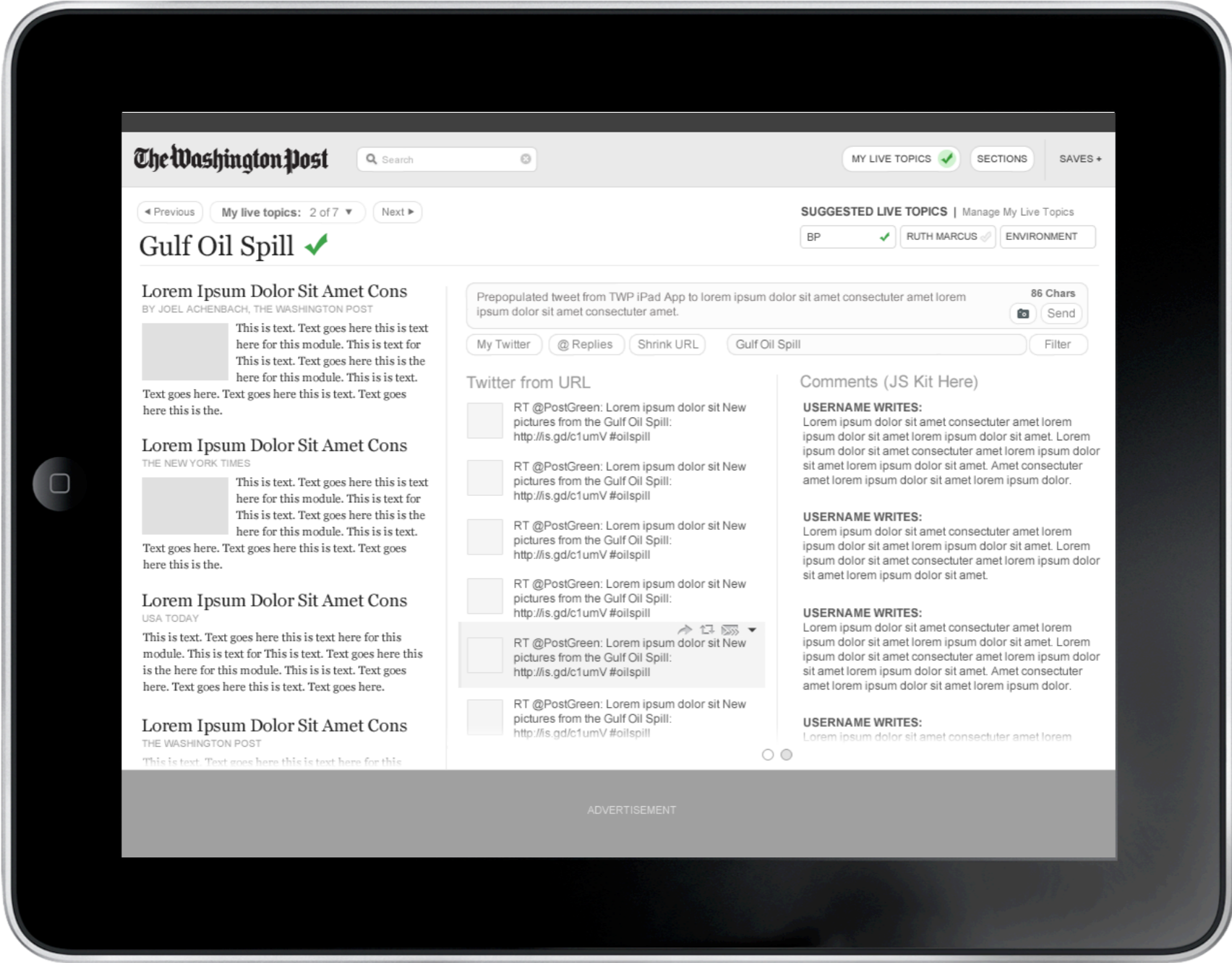
VIDEO: SPILL CLEAN-UP PROGRESSES

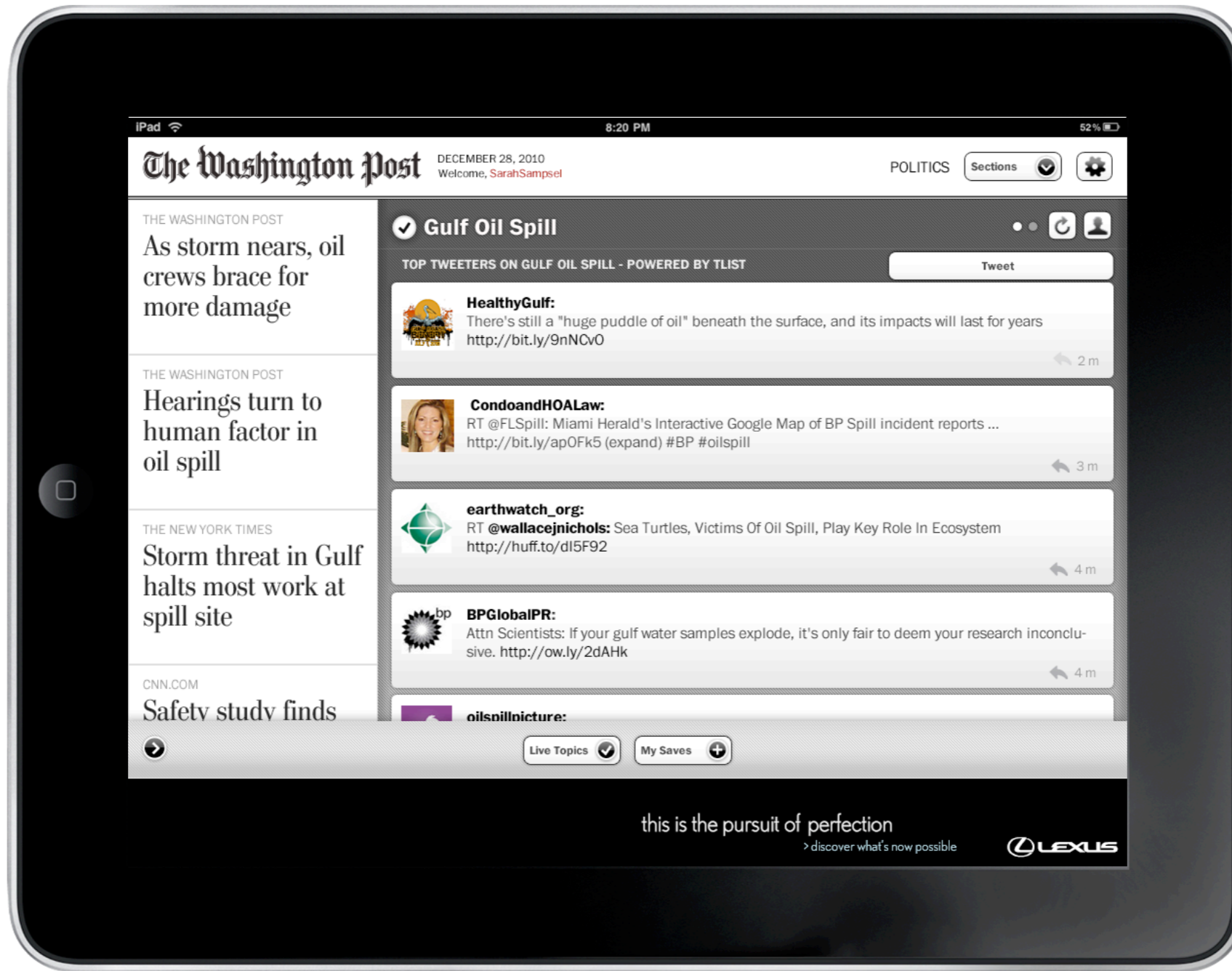
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iPad 8:20 PM 52%

**The Washington Post** DECEMBER 28, 2010  
Welcome, SarahSampsel

POLITICS Sections

THE WASHINGTON POST  
**As storm nears, oil crews brace for more damage**

THE WASHINGTON POST  
**Hearings turn to human factor in oil spill**

THE NEW YORK TIMES  
**Storm threat in Gulf halts most work at spill site**

CNN.COM  
**Safety study finds**

**Gulf Oil Spill**

TOP TWEETERS ON GULF OIL SPILL - POWERED BY TLIST

**HealthyGulf:**  
There's still a "huge puddle of oil" beneath the surface, and its impacts will last for years  
<http://bit.ly/9nNCv0> 2 m

**CondoandHOALaw:**  
RT @FLSpill: Miami Herald's Interactive Google Map of BP Spill incident reports ...  
<http://bit.ly/apOFk5> (expand) #BP #oilspill 3 m

**earthwatch\_org:**  
RT @wallacejnichols: Sea Turtles, Victims Of Oil Spill, Play Key Role In Ecosystem  
<http://huff.to/dl5F92> 4 m

**BPGlobalPR:**  
Attn Scientists: If your gulf water samples explode, it's only fair to deem your research inconclusive. <http://ow.ly/2dAHk> 4 m

**oilspillpicture:**

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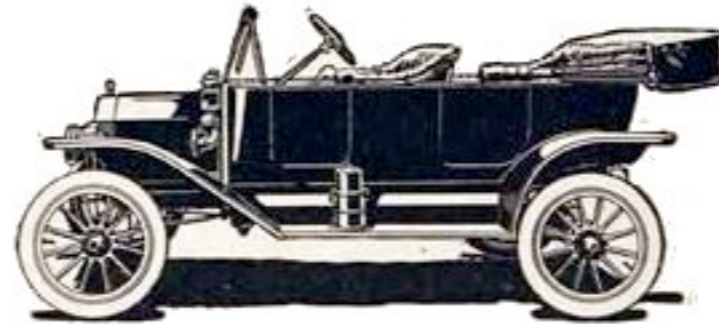


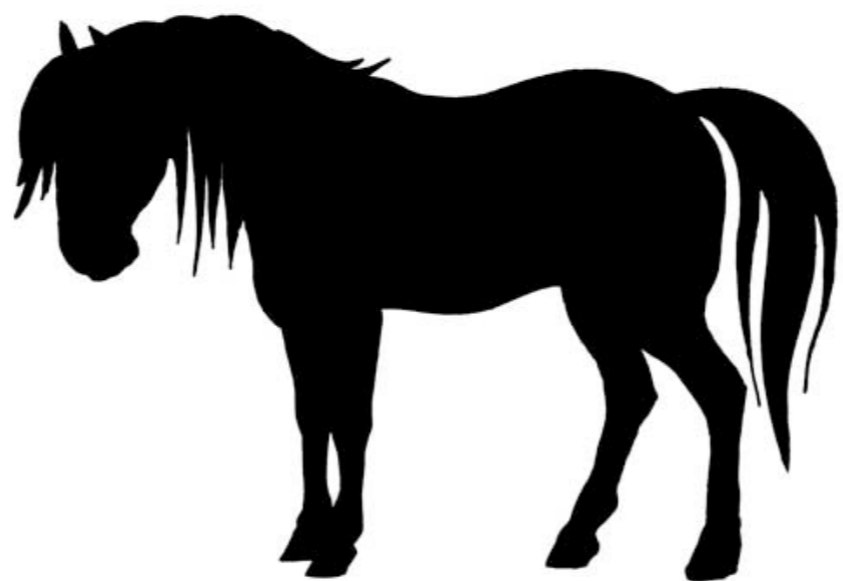


**Buy It Because  
It's a Better Car**

Model T \$650  
Touring Car  
f.o.b. Ford,  
Ontario

Get particulars from Ford Motor Co. of Canada, Ltd. Ford, Ont.







*It's hard to visualize  
things that don't exist.*


*If you eliminate everything you can't predict,  
you end up with a predictable product.*


## Top News Free iPad Apps


Sort By: **Best-sellers** ▾


- 


**1. NYTimes for iPad**  
News  
Updated Nov 17, 2010  
**FREE** ▾
- 


**2. USA TODAY for iPad**  
News  
Updated Nov 08, 2010  
**FREE** ▾
- 


**3. FLUD**  
News  
Updated Sep 06, 2010  
**FREE** ▾
- 

**4. Pulse News Reader**  
News  
Updated Dec 01, 2010  
**FREE** ▾
- 

**5. The Wall Street Journal.**  
News  
Updated Oct 22, 2010  
**FREE** ▾
- 

**6. Flipboard**  
News  
Updated Sep 16, 2010  
**FREE** ▾
- 

**7. NPR for iPad**  
News  
Updated Oct 27, 2010  
**FREE** ▾
- 

**8. The Economist on iPad**  
News  
Released Nov 19, 2010  
**FREE** ▾
- 

**9. ABC News for iPad**  
News  
Updated Nov 16, 2010  
**FREE** ▾

**It's the future  
... get with it!**

*Thank you*