

The Washington Post

Democracy Dies in Darkness

by Hugo Barthelet

Overview:

The Washington Post is a Washington DC based newspaper that aims at providing trustworthy information to readers in Washington and worldwide since 1877. It is owned by Jeff Bezos since 2013.

A newspaper of records:

First and foremost, the Washington Post is a newspaper. It is characterized by its advocacy for the freedom of the press and the research of truth. Indeed, the journal has an history of publishing about hidden and inconvenient truth, leaking the Pentagon Papers during the Vietnam War and exposing the Watergate Scandal for instance. This reflects well its moto "Democracy Dies in Darkness", emphasizing the role the journal wants to take on in American democratic life, as a guarantor of transparency and information of citizens.

The Washington Post is also defined by its will to target a local, national, and global audience. The journal received 69 Pulitzer Prizes since the creation of this distinction in 1917, which makes it the second most prized newspaper after the New York Times, proving the quality of its reporting.

A tech innovator:

Besides, the Washington Post has also become a tech company. Its declared ambitions in this domain are to connect people as well as allowing readers to interact with the journal anytime anywhere. Acquisition of the company by Jeff Bezos was done in that sense. Since he has become the owner, a new content management system, **Arc XP**, has been developed by the Washington Post tech team, and it is now licensed to company such as the Golden State Warriors or British Petroleum. Arc XP is a cloud-based digital experience platform that allows for multichannel creation and diffusion. Proof of the efficiency of this innovation, the number of digital-only subscribers has skyrocketed to almost 3 million, tripling its 2016 numbers. In addition, the newspaper has increased its offer of digital content, using a larger array of platform including Tik Tok and Reddit. This resulted in the company becoming profitable again three years later in an industry that struggles financially in the digital era. However, the fact that a billionaire controls the journal has raised questions about potential impact on its editorial line, although Jeff Bezos himself ensured he would not interfere.

Reporting and newspaper need to innovate, to face the competition of television, digital-born media, and social media as sources of information as well as to guarantee the quality and trustworthiness of information. The Washington Post embraces technology to stay on the cutting edge of news reporting.



Olivier Knox

"Anchor" of The Washington Post newsletter **The Daily 202**, an e-mail newsletter meant as a daily briefing on

politics and policy matters for leaders both nationally and globally.

Before that, he covered American politics on the radio Sirius XM, politics and foreign policy for Yahoo News, and American politics for l'Agence France Presse.

He has a Columbia University, BA in Political Science and a Johns Hopkins School of Advanced International Studies, MA in Latin American Studies and International Economics



A historical, reknowned newspaper.
Freedom of press and truth as core values
69 Pulitzer Prizes



A cloud content management creator.
Profitable due to investment in technology and digitalization
Owned by Jeff Bezos

Sources / useful links:

The Washington Post history: <https://www.washingtonpost.com/company-history/>

The Washington Post-The 202 newsletter: <https://www.washingtonpost.com/politics/the-202-newsletters/>

The Washington Post ex-owner on Jeff Bezos and his impact in the company: <https://www.cnn.com/2019/08/16/media/jeff-bezos-donald-graham/index.html>

Arc XP website: <https://www.arcxp.com/>