No code here. This is a philosophy talk about a common mistake we news app developers make about the CMS.

This is a lightning talk, so I'm not going to explain what a CMS is, but I'm assuming that most of you are exactly like me AND so you're naturally inclined to hate the CMS. Why?
No.

It starts with a single word.

The problem with the CMS is that while it can do articles and slideshows reasonably well, that's all it can do. No to your cool app ida. No to your HTML5 maps. And a big HELL NO to you hacking new features into the CMS.
I don't really blame the CMS people. They have a site to run. They have content to produce. They can't let the likes of me gum up the works.
And so, we news app developers stay outside the CMS. We make bespoke apps. We provision our own stacks. We're not producers, we're coders dammit.
What could be wrong with that?

Here is one of the first major projects I contributed to at the Times, the election guide for 2008. For the first time, we'd have all this data like polls, ads, campaign finance, etc. in their own rich web apps. Sounds amazing right?
The problem was, nobody cared. We'd see a huge bump if it was an election night and we were on the homepage, but otherwise nothing. And if we weren't linked from the homepage, we were invisible.
Don't get me wrong, it's nice to make the meat store you always wanted to make. And you will get customers for that.
But think about all the people you aren't reaching, wandering the aisles where all that CMS content goes.
For instance, most users of the NYT site into politics read the articles. They may not have been to the NYT site when the election results were live, so catch them when they read the article the next day. Imagine widgets for other data that might come up in articles like campaign finance, political ads, polls.

You might have seen other projects do similar techniques. We've been experimenting with this approach.

If you can convince your CMS team to let you embed some JS on certain pages, then you've already won.
Here's a larger widget on the Politics section front. Nice yeah, but I think most readers just think the C column is ads at this point.

To get in the A column on the left you need to be rankable in the CMS. We need to try to get in there.
### Election Guide

**G.O.P. Primaries**
- Results, calendar and state profiles.

**Polls**
- Matchups and approval ratings.

**538 Projections**
- Polling-based forecasts by Nate Silver.

**Delegate Tracker**
- Totals for each candidate.

**Candidates**
- Updates on the G.O.P. contenders.

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**START NOW ▶**
We are totally failing in Site Search right now. That's something else you often get for free in the CMS. Try to get your stuff in there
The point is, your news site's CMS has all sorts of inputs and all sorts of outputs, and in many cases, your stuff needs to be there. Figure out how to get in there.
SUCCESS

WE DID IT!!

WOOO!
LAUNCH!

This won't solve all your problems, but it can never hurt to find more readers. Thank you.