

SXSW

Jenny Mackintosh
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Gregory Cornelius

AUSTIN, TX MARCH 11 - 15



View from above of SXSW 2011 at the Austin Convention Center



Tim O'Reilly's fireside chat with Jason Calacanis

Jenny

— PUBLIC RELATIONS

social to mobile

social to mobile

- Moving to: Where are you now?
What are you doing?
Who are you with?
- Strengthening ability to reach friends & consume content on mobile devices
- Location-based services –
expectations and hype; mining the data

notable sessions

Influencer Throw-down:

Proving Influence Once and For All

- How do we determine the online influencers who will most effectively spread BU's message?
- How can we become influencers?

notable sessions

Social Networking Users' Bill of Rights

- Who is responsible for teaching students what information they own and give away online?
- What does it mean to be a digital person? A digital brand?



Christopher Poole, founder of 4chan.org

notable sessions

The Game Layer on Top of the World

- The next decade: Gaming; “game mechanics”
- Bringing the BU community together toward a common goal

bringing it to BU

How is social media helping our efforts in Marketing & Communications? How can we prove it?

- Tracking social interactions to “purchases” – admissions, media coverage, alumni donations
- What shares well?
- Toolkits: ThinkUp

Benjamin

— INTERACTIVE DESIGN

apple's ipad

apple's ipad

- What makes it unique? Is it magical?
- Design and UX considerations
- Content creation considerations



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“Our most advanced technology in a magical
and revolutionary device at an unbelievable price.”

— STEVE JOBS

the magic

(WHY IT'S NOT JUST A BIG IPHONE)

the magic

(WHY IT'S NOT JUST A BIG IPHONE)

- It's **not** about utility
- It **is** about experiences
- Bridges the gap between print and web

design & UX

- Chrome should not overshadow content
- Stay true to one metaphor
- Core interactions should be simple & embrace big gestures

Maoist Rebels Suspected as Indian Train Derails



BIKAS DAS/ASSOCIATED PRESS

By HEATHER TIMMONS

NEW DELHI — At least 65 people were killed and at least 200 injured on Friday after a high-speed train derailed in eastern India and was struck by a cargo train traveling on a nearby track.

Officials in West Bengal said they believe Maoist rebels sabotaged the tracks, causing the accident. Local television news channels showed footage of broken rail track, which appeared to have a foot-long section missing. Police told reporters they found Maoist leaflets and posters at the accident site.

Safety Rules Can't Keep Up With Biotech Industry

By ANDREW POLLACK and DUFF WILSON

They are the highly trained, generally well-paid employees in the vanguard of American innovation: people who work in biotechnology labs. But the cutting edge can be a risky place to work.

The casualties include an Agriculture Department scientist who spent a month in a coma after being infected by the E. coli bacteria her colleagues were



DANIEL ROSENBAUM FOR THE NEW YORK TIMES

experimenting with.

Oxford Tradition Comes to This: 'Death' (Expound)

By SARAH LYALL

OXFORD, England — The exam was simple yet devilish, consisting of a single noun ("water," for instance, or "bias") that applicants had three hours somehow to spin into a coherent essay. An admissions requirement for All Souls College here, it was meant to test intellectual agility, but sometimes seemed to test only the ability to sound brilliant while saying not much of



BETTMANN/CORBIS; CHRIS RATCLIFFE/BLOOMBERG NEWS, CENTER LEFT

anything.

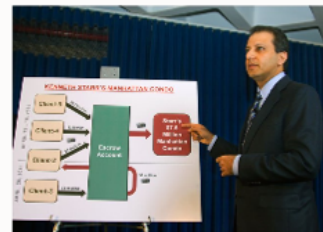
"An exercise in showmanship to avoid answering the question," is the way the

Adviser to Stars Named in Fraud

By NELSON D. SCHWARTZ and JAMES BARRON

He was the moneyman to the stars, entrusted with managing fortunes for the likes of Wesley Snipes, Sylvester Stallone and Annie Leibovitz.

But when they arrested him on Thursday, federal prosecutors described him as something else: a mini-Madoff who diverted \$30 million of his clients' money to buy himself a sprawling Upper



JOHN MARSHALL MANTEL FOR THE NEW YORK TIMES

Deal Near to Approve More N.Y. Charter Schools

By JENNIFER MEDINA

New York City officials and the State Assembly reached a tentative deal late Thursday to more than double the number of charter schools, a move that officials hope will give the state a better chance at receiving \$700 million in federal grant money.

If approved, the measure would raise

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Features

content

- Content on the ipad is more shallow, but more engaging — “content snacking”
- If you are a writer, think more like a designer
- Cross-pollinate content across multiple social and web areas

notable sessions

Interactive Narratives:

Creating the Future of Storytelling

- What interactive storytelling **is not**
- What interactive storytelling **is**
- The role of social media
- How to leverage interactive storytelling

bringing it to BU

- Re-envision how we define "interactive content" and formulate a strategy that makes some of the content we distribute truly interactive in nature

bringing it to BU

- Evaluate and understand who our audiences are and how they consume information

Design, write, and tailor the rich-media extras to the audience

Offer only the bare minimum with the option for additional complexity

Distribute and cross-pollinate content according to the audience



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Gregory

— INTERACTIVE DESIGN

a community can
define a brand



Hackers infiltrate WordPress.com servers

— APRIL 13, 2011



Posted: Wednesday, April
13th, 2011 at 4:46 pm.

Filed in Uncategorized.

Tags: [security](#)

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Security Incident

by Matt

Tough note to communicate today: Automattic had a low-level (root) break-in to several of our servers, and potentially anything on those servers could have been revealed.

We have been diligently reviewing logs and records about the break-in to determine the extent of the information exposed, and re-securing avenues used to gain access. We presume our source code was exposed and copied. While much of our code is Open Source, there are sensitive bits of our and our partners' code. Beyond that, however, it appears information disclosed was limited.

Based on what we've found, we don't have any specific suggestions for our users beyond reiterating these security fundamentals:

- Use a strong password, meaning [something random](#) with numbers and punctuation.
- Use different passwords for different sites.
- If you have used the same password on different sites, switch it to something more secure.



Alycia Nichols

April 13th, 2011 at 5:18 pm

Thank you for letting us know! Sorry it happened. Stupid hackers!



nelson RN

April 13th, 2011 at 5:19 pm

Thanks for telling us!



juststart

April 13th, 2011 at 5:20 pm

So should we be concerned about our password being taken? This post alludes to that but doesn't confirm.



Matt

April 13th, 2011 at 5:29 pm

We don't have evidence of passwords being taken, and even if they had they'd be difficult to crack. However it's never a bad idea to update your password, especially if you used the same password in two places.



IslandEAT

April 13th, 2011 at 5:44 pm

I really appreciate your letting us know, Matt and WP.



floridapast

April 13th, 2011 at 5:50 pm

What a thing for a brand new user (as of last evening) to hear. Not very promising, but at least the whistle blew. Good for you!



West Annex News

April 13th, 2011 at 5:52 pm

Wow, it's been nothing but bad news from you guys lately. I'm disappointed that these attacks continually get the better of you.

"The more I have given away, the more I have gotten back."

— MATT MULLENWEG

notable sessions

Thank You Economy

— GARY VAYNERCHUK

- Technology is changing how customers interact with businesses
- “...living in the beginning of the ‘humanization’ of business.”

notable sessions

Why Would We Think Social Media Is Revolutionary?

— CLAY SHIRKY

- On the heels of the political revolutions in the Middle East and North Africa, what can hypothesize about the impact of social media?
- The internet “...allows amateurs access to the public sphere.”

notable sessions

NPR's API: Create Once, Publish Everywhere

— Zach Brand, BU graduate

- Makes creating mobile and tablet apps easier
- Creating APIs improves the way developers structure the underlying application and provides folks downstream with flexibility

bringing it to BU

- Work to release our WordPress plugins for others to use
- Keep trying to innovate, especially in the mobile/tablet space, but be sure to always focus on users



Ben Agoes and Kim Corneulle at the WordPress.com party

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