

Times Tags: Tagging at The New York Times (1851-Today)



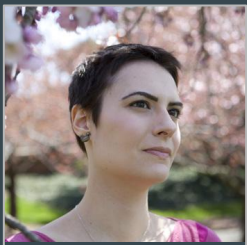
Jennifer Parrucci
Senior Taxonomist
The New York Times

The Taxonomy Team



Kristi Reilly, *Taxonomy Manager*

Kristi has been working with Times Tags for 15 years. She started at the Times as an Information Architect and became fascinated with how a 150-year-old vocabulary has evolved and helped connect readers with the stories that matter most to them. Prior to NYT, she worked for consulting companies owned by Ogilvy and Deloitte.



Jennifer Parrucci, *Senior Taxonomist*

Jennifer has been working with Times Tags for over a decade. She began her career at The Times as an indexer for The New York Times Index where she worked writing abstracts and assigning metadata. Prior to her work at The Times she received her M.L.I.S. from Pratt Institute, where she later earned her certification in archives. Jennifer has always been passionate about books, organizing content, surfacing historical treasures and making sure that everyone can find what they need.



Dan McComas, *Taxonomist*

Dan has enjoyed a 20-plus-year career at the NYT in wide-ranging roles across the organization. Before joining the Times Tags team in 2015, Dan was a copy editor in the Times Index department and brings extensive indexing experience to his current role.

First, a little History...

Suppose your editor wanted you to compile a retrospective of John Quincy Adams on the 10th anniversary of his death (February 28, 1858).

You would need some way to identify the relevant material...

Metadata!



INDEX TO THE NEW-YORK TIMES.

From September 1851 to September 1858.

.. The figures represent the number of the Times.

A

Abd-el-Kader interceded for by Lord Londonderry —	26, 30, 293	Academy, of Medicine (N.Y.) report on Public Health	2
Visited by Louis Napoleon —	351		
His liberation		Appearance in New York	3
Stabs fatally Hamet Ben Cut			3
In Paris			3
His interview with Louis Nap			
Compared to Toussaint L'Ouverture (Ed)	368	Advertising, fortunes made by	3
Invited to England by Lord Londonderry	374		
Departs for Turkey	410	Adams (John Q.) on the Fisheries	31
History of	829	Letters to Robert Walsh	34
Abrahams (George) Re-arrested	2006. 2085	(Mrs J. Q.) Her death and burial	20
A'Beckett (Gilbert) His death	1562	views of J.Q.A. on the fishery question	2
Abel (John) shoots John Everson at Memphis	1804	on the purchase of Cuba	3
Abbutucci appointed French minister of justice	124	His remains removed	3
Aberdeen (earl of) forms a ministry	410. Personal affairs	Letter from Ghent	4
	410	Not opposed to the admission of slave states	7
		His monument & epitaph	10
		The Conspiracy agt him in 1828	11
		An unpublished letter	10
		Adams (John) His Biography	

Where would this metadata lead you?...

The Morgue

(No, not that kind of morgue)





Complete Sets Available

The New York Times Index

From January, 1913

1913—Covering the Balkan War, China Rebellion, the Mexican Rebellion, and other events in the United States and abroad.

1914-1918—A chronological record of the great World War and momentous happenings in all countries.

1919-1921—League of Nations, tariff and taxation, prohibition, changes in National Administration, reconstruction, Disarmament Conference, aviation.

1922—Irish question, unrest in India, independence of Egypt, ratification of treaties, amateur radio activity, Genoa Conference, Election Campaigns, the latest activities in science, politics and business, besides thousands of subjects and biographies that find their way into the newspaper.

The Index is indispensable for quick reference to dates and facts.

Bound in cloth, \$8.00 a year.

Value of New York Times's Index.
(From The Fourth Estate.)

The subject of news indexes

**Y. M. C. A. LIBRARIAN
VALUES TIMES INDEX**

It Will Form Part of the Library
of Every Branch Eventually,
Miss F. R. Petrie Thinks.

FITTED TO THEIR FIELD

As a Record of Athletics and De-
bates It Will Fill a Need Long
Felt by the Association.

**TIMES INDEX A HELP
IN BUSINESS WORLD**

Field of Commerce Covered in
an Admirable Way, Says Mr.
Pratt of Chamber Here.

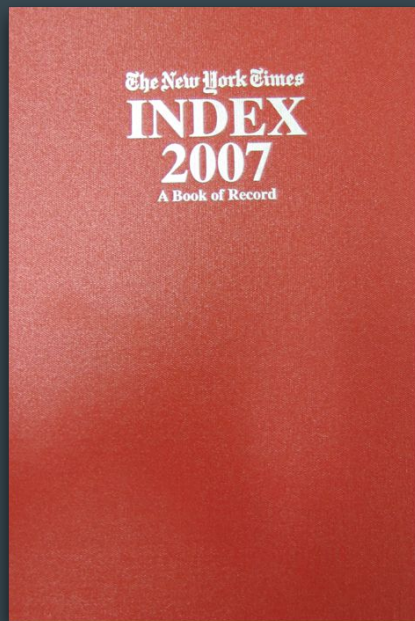
BROAD INFORMATION GIVEN

It Supplements Statistical Data
Now Being Gathered by All
Large Houses and Interests.

The New York Times Index (1913-2017)

Rigorous quality checks originate from the Index,
a role that was treated as an apprenticeship.

“The Paper of Record”



Main Heading—Education and Schools. See also Related Subject Headings

Athletics and Sports
Colleges and Universities
Culture
Illiteracy
Mental Retardation
Scholarships and Fellowships
Sex Education
Vocational Training

New York City, once a proud leader in arts education, is now struggling to provide its students with any arts at all; while budget cuts have decimated arts programs in many cities and towns across the country, arts education experts say that New York, magnet for artists, is among the worst off; examples cited; photo (M) F 5, B, 1:3

This article appeared on February 5th; Section B; page 1; column 3
Length of article: L=Long (over 3 columns), M=Medium (1-3 columns), S=Short (Less than 1 column).



The Present

What are Times Tags?

- **A controlled vocabulary based off the original Index terms**
 - Named entities (over a million)
 - People, Places, Organizations, Titles
 - Subjects (~4,500)
 - Semantic Relationships: Broad, Narrow and Related Terms + Scope Notes
 - Includes News Events
- **Assigned to all published assets**
 - Articles, videos, slide shows, interactives, podcast episode pages
- **Rule-based Software**
 - Entity extraction: normalization, disambiguation
 - Categorization: frequency, proximity, placement

Rule-based Entity Extraction

Normalization

Qaddafi, Muammar el-

Muammar El-Gadhafi	Muammar el-Qaddafi	Muammar al-Qaddafi
Muammar el-Gaddafi	Moammar Al-Gaddafi	Moammar El-Gadhafi
Muammar al-Gaddafi	Muammar El-Qaddafi	Moammar al-Qaddafi
Muammar el-Gadhafi	Moammar el-Gaddafi	Moammar Qaddafi
Muammar Gadhafi	Moammar Gaddafi	Muammar Al-Qaddafi
Muammar Qaddafi	Muammar Al-Gaddafi	Muammar Gaddafi
Muammar al-Gadhafi	Moammar el-Qaddafi	Moammar el-Gadhafi
Muammar Al-Gadhafi	Moammar Al-Gadhafi	Moammar Gadhafi
Moammar El-Qaddafi	Moammar El-Gaddafi	Moammar al-Gaddafi
Muammar El-Gaddafi	Moammar Al-Qaddafi	Moammar al-Gadhafi

Rule-based Entity Extraction

Disambiguation

Michael Jackson

```
{(OR,"album","albums","Apollo Theater","Billie Jean","Dan Reed","Debbie Rowe","Jackson 5","Jackson Five","Janet Jackson","King of Pop","La Toya","LaToya","moonwalk","Neverland","pop star","pop superstar","Rock and Roll Hall of Fame","Safechuck","This Is It","Wade Robson")}
```

```
{(AND,"Bush","Homeland Security",(OR,"deputy director","director"))}
```

Giants,@COND:"Baseball" → San Francisco Giants

Giants,@COND:"Football" → New York Giants

Rule-based Categorization

(SENT,

(OR,"air traffic

control","airline","airbus","aircraft","aircrafts","airline","airlines","airliner","airplane","airplanes","airship","airships","boeing","dirigible","dirigibles","flight","helicopter","helicopters","hindenburg","jet","jetliner","landing gear","mu-2b","plane","planes","pilot","zeppelin","zeppelins"),

(OR,"blast","blast of laser light","blew up","body parts","bodies","bomb","bomb threat","broke apart","broke into pieces","careered","collided","collision","crash","crashed","crashing","dead","debris","disaster","disasters","destruction","destroy@","distress call","distress calls","engine failure","fell","flash-blindness","hit","injured","killed","laser pointing","laser strike","laser strikes","lost control","lost radar","mangled","mechanical failure","out of control","plummeted","plummeting","point lasers at","pointed a laser at","pointed lasers at","pointing lasers at","safety record","sank","skidded","slammed into","smashed","struck","sunk","survivor","survivors","tipped over","vanish","vanishing","vanished","veered","victim","victims","went down","wreckage","wreck"))

Rule-based Categorization

Byline:	Manhola Dargis	→	Movies
Kicker:	Hungry City	→	Restaurants
Layout_desk:	Obits	→	Deaths (Obituaries)

Times Tags and CMS Scoop (Oak & Classic UI), Blackbeard

SCOOP Notes Article Publish View

14saudi-custody WEB Foreign Done

Published at 09:04 AM ET - <https://www.nytimes.com/2019/07/14/world/middleeast/saudi-arabia-women-children-custody.html> [View Details]

COLLABORATORS

Kristi Reilly

Times Tags

OVERVIEW

07/14/2019

world.middleeast

PRINT IMAGE

WARNINGS

⚠ Caption 15saudi Custody Print

⚠ Caption 15saudi Custody Print

EDS

mo / az

Editing

Production

About

Times Tags

Related

Indexer

Captions

Select terms to send this asset to topic pages and e-mail alerts. See the [Guide to Times Tags](#) for more info [CatCon](#) [Diagnostics](#).

[Suggest Terms](#)

Subjects

Select from 14 term(s)

Hashish [5]

Divorce, Separations and Annulments [5]

Yoga [5]

Parenting [4]

Photography [4]

Muslims and Islam [4]

Atheism [2]

Find More Terms

Enter Search Term

[Request New Term](#)

Enter Term

Select Term Type

[Add Requested Term](#)

Assigned Terms (8):

- Child Custody and Support
- Vierra, Bethany
- Divorce, Separations and Annulments
- Muslims and Islam
- Women and Girls
- Saudi Arabia
- Americans Abroad
- Women's Rights


Articles are no longer automatically tickerized. If there are relevant Times Topic pages that users would find helpful please link to them as you would any other web link.

News Events

Spotlights

Body Display

American Woman Loses Custody Battle for Daughter in Saudi Arabia



[Ignore List](#) [Run spell-check](#)

Times Tags and CMS Scoop (Oak & Classic UI), Blackbeard

Washington Done Save Preview Publish Web Ready Copy Ready Read Only Close

Select terms to send this asset to topic pages and e-mail alerts. See the [Guide to Times Tags](#) for more info [CatCon Diagnostics](#).

Suggest Terms

Subjects
Select from 11 term(s)

Organizations
Select from 9 term(s)

People
Select from 3 term(s)

Locations
Select from 8 term(s)

Titles
Select from 1 term(s)

Find More Terms

Used for any coverage dealing with conflicts of interest, the situation in which a person or organization is involved in multiple interests that could lead to misconduct.

Enter Term

Select Term Type

Add Requested Term

Assigned Terms (10):

Donald J

Interest

Turnberry (Scotland Golf Resort)

United States Politics and Government


United States Air Force

Hotels and Travel

Lodgings

Body Display

Trump Had Deal With Scotland Airport That Sent Flight Crews to His Resort



Anna Moneymaker/The New York Times

"NOTHING TO DO WITH ME," President Trump tweeted on Monday, in response to reports of service members staying at his hotel in Scotland.

By ERIC LIPTON
WASHINGTON

Articles are no longer automatically tickerized. If there are relevant Times Topic pages that users would find helpful please link to them as you would any other web link.

News Events

What's special about them?

- **"Aboutness"/Semantic Meaning**

- Tag only the focus

- We don't tag: figurative language, historical references, metonyms, spokespeople/people quoted

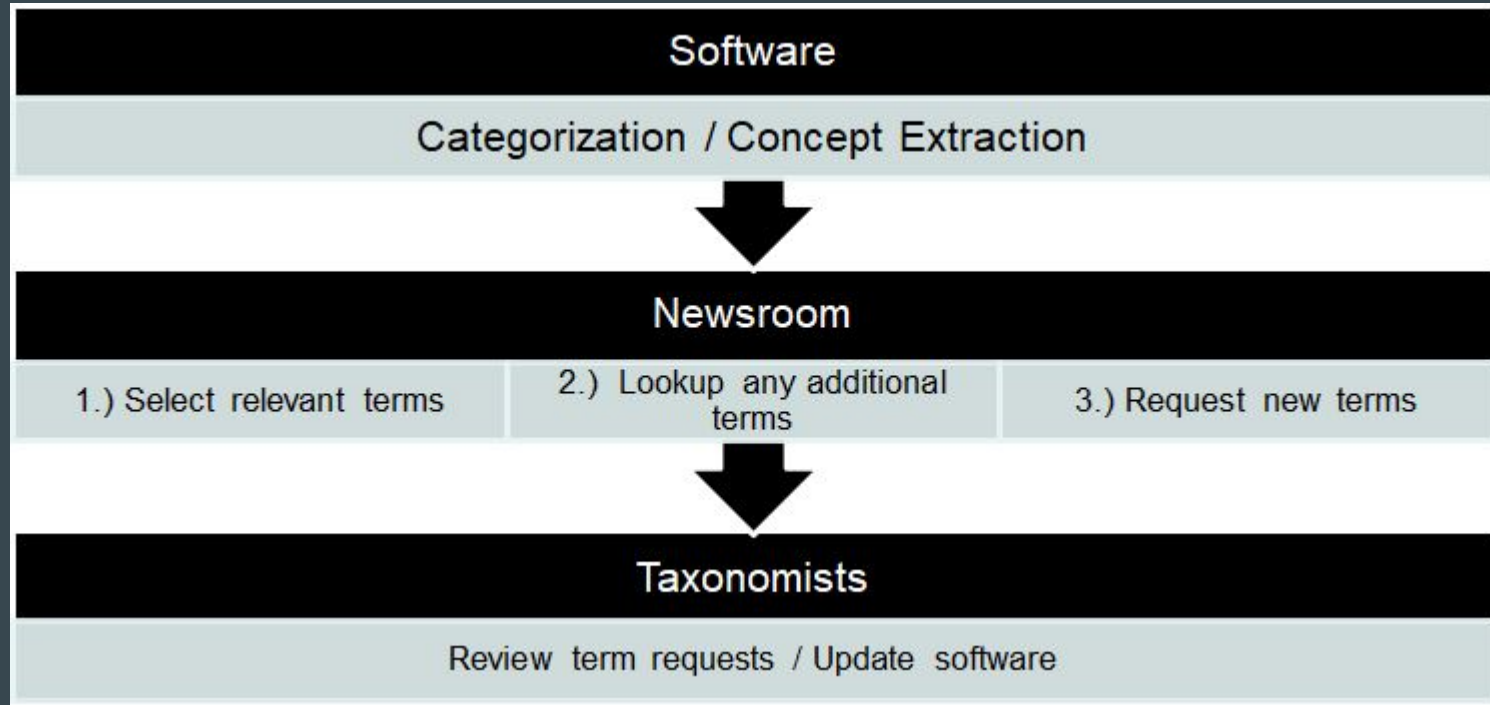
- Strict guidelines, some examples:

- For a crime, the type of crime, the victims/suspects and location
 - For an election, the type of election, the candidates and location
 - For legislation, the bill authors/sponsors, legislative body
 - For an obit, the deceased and subject of his/her legacy
 - For a restaurant review, the name of the restaurant, the location and the term Restaurants.
 - For a trial, the plaintiff/defendants, and the criminal charges

- **Quality control** measures ensure accuracy

- Software suggests > Newsroom selects > Taxonomists check
 - Daily report summarizes
 - 7 days a week, 365 days a year

Software Suggests → Humans Verify



Tagging Guides

Times Tags FAQ

By Kristi Reilly. Last edited by Wen Zhang 6 months ago.

[Edit](#) 

Table Of Contents:

- 1.) Why tag?
- 2.) How many terms are there?
- 3.) How many terms should I choose?
- 4.) How do I decide which terms are relevant?
- 5.) Broad or narrow terms?
- 6.) Does the order matter?
- 7.) When should I request a new term?
- 8.) Why are some of the terms so verbose, how can this be good for SEO?
- 9.) How does the software suggest terms?
- 10.) Why do I sometimes have to assign two terms for one concept?
- 11.) What if the suggested term does not appear with special characters, accents, umlauts, etc.?
- 12.) Should I ever tag a reporter's

1.) Why tag?

Tagging is much more than assigning keywords to an asset. When you tag an asset, you make a decision about where that asset will appear on the site and who will find it. The terms you choose reflect editorial judgment and should be selected carefully. Please review this FAQ before tagging. If you have not had a training session or would like a refresher, please email timestags@nytimes.com

When you tag an asset (blog post, article, slide show, video etc.), you assign that asset to applications across the site that are driven by tags. Tag-driven applications include the recommendation engine, topic/collection pages, e-mail topic alerts, advertising and event-specific site sections like the Olympics, World Cup, NCAA Championships etc. Failing to choose the correct term means the asset will not appear on page results

Harvest Terms

SCOOP

New

Consoles

My Sections

Watchlist

Recent

Tools

User

Help

Quick Search (Ctrl+K)



Harvest Index Terms

Publication Date

08/05/2019

Content Types

Any

Ready Status

All

Review Status

All

Refresh

SLUG	TERM	TYPE	SECTION	HEADLINE	LAST MODIFIED BY	REVIEW STATUS	
 05tmag-chopova	Laura Lowena	nyt_per	T Magazine	The Designers Giving New Life to Forgotten Bul	caitlin youngquist	Not Reviewed	▼
 05tmag-ahmed	Tomi Ahmed	nyt_per	T Magazine	The Perfume Entrepreneur Mining Musical Subc	Hilary Moss	Not Reviewed	▼
 05tmag-wilson	Alana Wilson	nyt_per	T Magazine	In Sydney, a Ceramic Artist Who Captures the E	caitlin youngquist	Not Reviewed	▼
 05BurnerCake	Weinstock, Sylvia	nyt_per	Food	Cake Maven Spills Her Secrets	Sara Bonisteel	Not Reviewed	▼
 05BurnerWipe	Comet, Renee	nyt_per	Food	A Dish Towel for Your Instagrammer	David Look	Not Reviewed	▼
  05dc-bar	Calvin Duncan	nyt_per	Politics	A Relentless Jailhouse Lawyer Propels a Case	Kari Haskell	Not Reviewed	▼
 05HSBC	Flint, John	nyt_per	Business	HSBC's Chief Steps Down, in a Surprise	Kevin Granville	Not Reviewed	▼
  05japan-exhibit	After Freedom of Expression? (Exhibit)	nyt_ttl	Asia Pacific	The Exhibit Lauded Freedom of Expression. It V	Anna Holland	Not Reviewed	▼

58 Results

Export to CSV

Export to XLS

Daily Newsletter

Taxonomists publish a daily report to the newsroom:

Standout Tagging: What was tagged well.

Tips: What was retagged.

Updates: Newly added terms.

The New York Times

View in Browser | Add nyt dire

Times Tags

Monday, July 8, 2019

QUESTIONS?

For tagging questions contact us on slack: #times_tags, or timestags@nytimes.com. [General Guidelines for Tagging](#)

Standout Tagging!

Biz/Tech > [o7data](#): For Germany's top antitrust official take on Facebook and its peers by limiting their ability to request his name + tagging Germany + Antitrust Law Computers and the Internet, among other relevant terms

International > [o7iran](#): For Iran announcing new bread good job tagging Iran (not Tehran) + Nuclear Weapons + Trump + US International Relations + Rouhani. Also tag is tagged for his role).

National > [o7AlaskaBudget](#): For leaders of the Universities pleading with lawmakers to override the governor's deep special session, great job requesting the names of key pla state house, university president) + tagging University of Universities + Alaska + Budgets + State Legislatures.

Express

- o7xp-festival: For prices for people Ethnicity + Prices

Insider

- o7insider-firstsai Times, also tagge

International

- o7greece: For Gr tag his name. For
- o7murder: For a name of suspect. Groups instead.

Magazine

- o7mag-saudi: For American univers
- dapper-dan-hip-l tag his name.

Opinion -- Editor

- o7housing: Remc final version; ple

Organizations

- o7monroes: Highland Plantation (Va) -- ADDED.
- o7openrecords: WSB-TV -- ADDED.
- o7preschool: Waterford Research Institute LLC -- ADDED.
- o7solar: Florida Power & Light Co -- ADDED.
- o7solar: Florida Public Service Commission -- ADDED.
- o7solar: Sunrun Inc -- ADDED variation.
- o7weill: Aix Festival -- Request festivals as keywords.
- o7xp-festival: Afrofuture Fest -- Request festivals as keywords.
- o7xp-festival: Afrofuture Youth -- ADDED.
- o7xp-starbucks: Tempe Officers Assn -- ADDED.

People

- o7AlaskaBudget: Dunleavy, Mike J -- ADDED.
- o7AlaskaBudget: Edgmon, Bryce -- ADDED.
- o7AlaskaBudget: Johnsen, Jim (Education Executive) -- ADDED.
- o7barry: Taracani, Jim -- ADDED variation.
- o7black-auteurs: Dickerson, Ernest -- ADDED variation.
- o7black-auteurs: Martin, Darnell -- ADDED variation.

How are tags being leveraged today?

Collections/Topics

Climate and Environment



Climate Change Is Complex. We've Got Answers to Your Questions.

We know. Global warming is daunting. So here's a place to start: 17 often-asked questions with some straightforward answers.

September 19, 2017 • By JUSTIN GILLIS



Is Climate-Themed Fiction All Too Real? We Asked the Experts

Some works of apocalyptic fiction are starting to feel too close for comfort. We chose seven of them and asked: How likely are they to come true?

1d ago • By LIVER ALBECK-RIPIA

Hurricanes, Earthquakes and Wildfires: Is All This Normal?

A climate reporter for The Times explains what you should know about recent disasters that have struck in quick succession.

1d ago • By HENRY FOUNTAIN and DAVID BOTTI

BY DEGREES

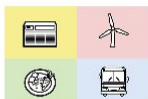
The Real Unknown of Climate Change: Our Behavior

Scientific predictions about Earth's sensitivity to greenhouse gases have generally held up. But no one can predict how much more carbon pollution people will choose to pump out.

September 18, 2017 • By JUSTIN GILLIS



From Heat Waves to Hurricanes: What We Know About Extreme Weather and Climate Change



If You Fix This, You Fix a Big Piece of the Climate Puzzle



Alaska's Permafrost Is Thawing



How Americans Think About Climate Change, in Six Maps



Miles of Ice Collapsing Into the Sea

Measles Outbreak

The measles outbreak has grown to more than 700 cases in 22 states, making it the worst in decades, the C.D.C. reported. Here's complete coverage of the outbreak and efforts to stop its spread.



BRITANNY GREENSON FOR THE NEW YORK TIMES

Parents of Babies Too Young to Vaccinate Feel Trapped by Measles Outbreak

The measles vaccine is not usually given to children until they are a year old. So some new parents are avoiding public places and anti-vaccine friends.

May 2, 2019 • By JULIE BOGEMAN



JOHANNES EISELE/AGENCE FRANCE PRESSE — GETTY IMAGES

Measles Outbreak: N.Y. Eliminates Religious Exemptions for Vaccinations

New York, where measles has spread in ultra-Orthodox Jewish communities, joins California and a handful of other states in revoking religious exemptions.

June 12, 2019 • By JESSE MCININLEY

GLOBAL HEALTH

Measles Cases Surpass 700 as Outbreak Continues Unabated

The outbreak is now the worst in decades. Children under age 5 account for about half of the cases.

April 29, 2019 • By DONALD G. MCNEIL JR.

Measles Outbreak Questions and Answers: Everything You Want to Know

The disease was declared eliminated in 2000. So far this year, there have been more than 970 cases.

February 20, 2019 • By PAUL BELLUCK and ADEEL HASSAN



Religious Objections to the Measles Vaccine? Get the Shots, Faith Leaders Say



One More Time, With Big Data: Measles Vaccine Doesn't Cause Autism



Measles Outbreak: What Are Religious Exemptions for Vaccinations?



90 New Cases of Measles Reported in U.S. as Outbreak Continues Record Pace



'Monkey, Rat and Pig DNA': How Misinformation Is Driving the Measles Outbreak Among Ultra-Orthodox Jews

Collections/Topics

news_desk:"Climate" OR subject:("Acid Rain" "Air Pollution" "Algae" "Alternative and Renewable Energy" "Animal Migration" "Biodiversity" "Biofuels" "Birdwatching" "Carbon Capture and Sequestration" "Carbon Dioxide" "Coal" "Coast Erosion" "Compost" "Conservation of Resources" "Coral" "Drilling and Boring" "Eco-Tourism" "Electric and Hybrid Vehicles" "Electric Light and Power" "Endangered and Extinct Species" "Energy and Power" "Energy Efficiency" "Environment" "Federal Lands" "Fish and Other Marine Life" "Fuel Efficiency" "Fuel Emissions (Transportation)" "Geothermal Power" "Global Warming" "Green New Deal" "Greenhouse Gas Emissions" "Greenhouse Effect" "Hazardous and Toxic Substances" "Hydroelectric Power" "Hurricanes and Tropical Storms" "Keystone Pipeline" "Land Use Policies" "Leadership in Energy and Environmental Design (LEED)" "Light-Emitting Diodes" "Local Food" "Nuclear Energy" "Oil (Petroleum) and Gasoline" "Plastic Bags" "Pipelines" "Recycling of Waste Materials" "Reefs" "Solar Energy" "Sustainable Living" "Tidal and Wave Power" "United Nations Framework Convention on Climate Change" "Water Pollution" "Wetlands" "Wilderness Areas" "Wildfires" "Wildlife Sanctuaries and Nature Reserves" "Wind Power") OR subject.contains("Hurricane") OR organizations.contains("Energy Department" "Environmental Protection Agency" "Koch Industries") OR persons:("Perry, Rick" "Pruitt, Scott" "Wheeler, Andrew R")

SEO Variants / Vernaculars

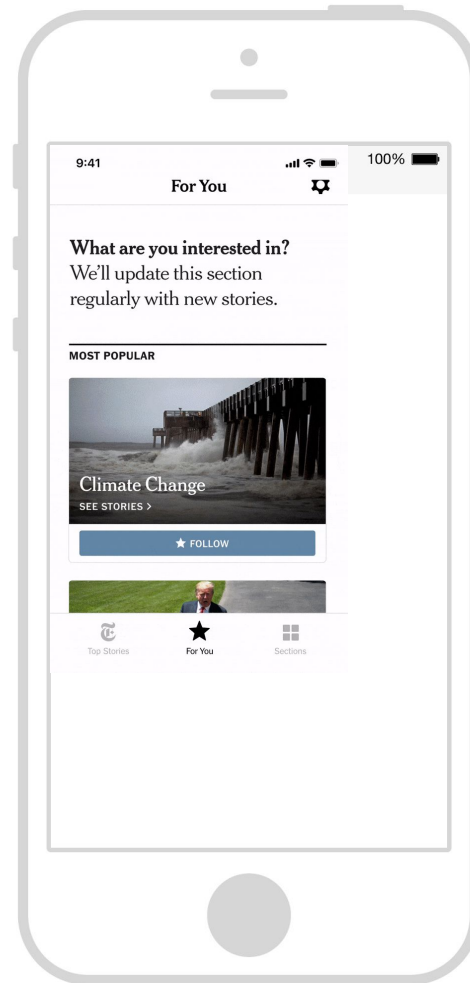
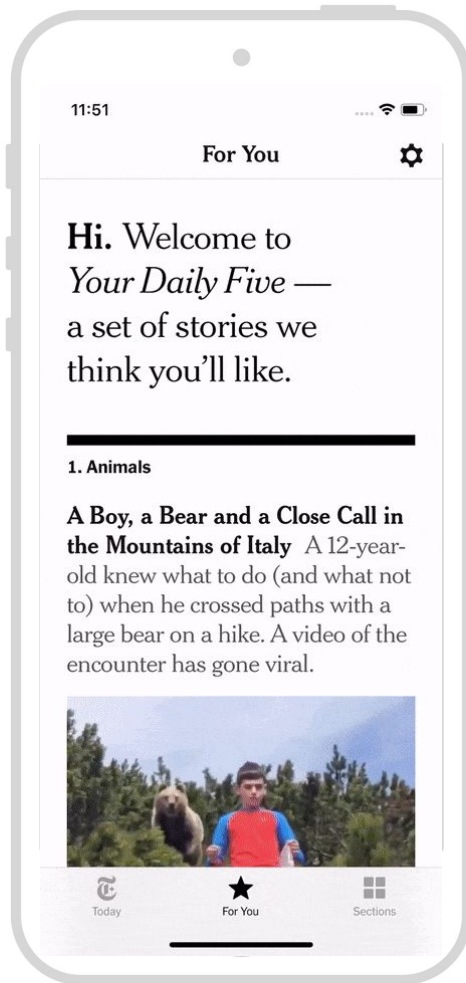
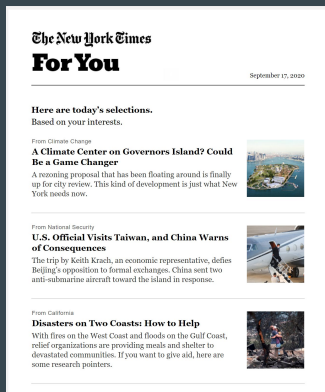
- Each term contains a "vernacular" variant for SEO
- Example:
 - Canonical = "Patient Protection and Affordable Care Act"
 - Vernacular = "ACA"
 - Vernacular = "Obamacare"

```
1 <!DOCTYPE html>
2 <html lang="en" class="story" xmlns:og="http://opengraphprotocol.org/schema/"
3 <head>
4 <title data-rh="true">A Word Not Uttered by Republican Officials at the Convention: Obamacare - The New York
Times</title>
5 <meta data-rh="true" itemprop="inLanguage" content="en-US"/><meta data-rh="true" property="article:published"
content="2020-08-28T16:57:20.000Z"/><meta data-rh="true" property="article:modified" content="2020-08-29T11:24:13.000Z"/>
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convention-obamacare.html"/><meta data-rh="true" property="og:type" content="article"/><meta data-rh="true"
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obamacare.html"/><meta data-rh="true" property="twitter:title" content="A Word Not Uttered by Republican Officials at the
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rallying cry is gone."/><meta data-rh="true" property="twitter:image"
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convention."/><meta data-rh="true" property="twitter:card" content="summary_large_image"/><meta data-rh="true"
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Convention"/><meta data-rh="true" property="article:tag" content="Patient Protection and Affordable Care Act (2010)"/>
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content="United States Politics and Government"/><meta data-rh="true" property="article:tag" content="Health Insurance and
Managed Care"/><meta data-rh="true" property="article:tag" content="Republican Party"/><meta data-rh="true"
property="article:opinion" content="false"/><meta data-rh="true" property="article:content_tier" content="metered"/><meta
data-rh="true" name="CG" content="upshot"/><meta data-rh="true" name="SCG" content=""/><meta data-rh="true" name="CN"
content=""/><meta data-rh="true" name="CT" content=""/><meta data-rh="true" name="PT" content="article"/><meta data-
rh="true" name="PST" content="News"/><meta data-rh="true" name="url"
content="https://www.nytimes.com/2020/08/28/upshot/republican-convention-obamacare.html"/><meta data-rh="true">
```

For You

Tags send assets to For You:

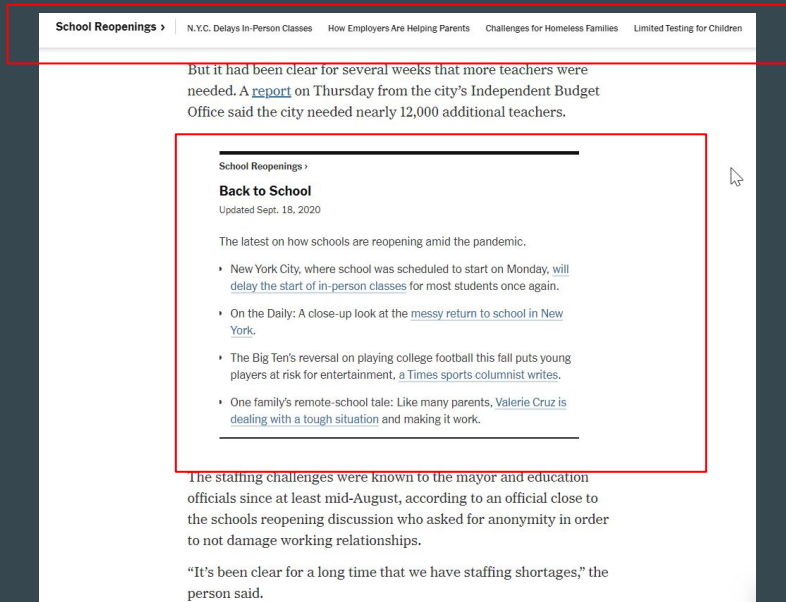
- Mobile channels
- Daily email recommendations



Story

Select terms will trigger Story treatments on the site:

- Sub-nav
- Inline info boxes



TAFI (Twitter and Facebook Interface)

Search

NYT1_AUC_XXXXXXX_COALL_FB_SO_W...

https://www.nytimes.com/2019/02/1...

INTER_20_XXXX_XXX_1P_CD_XX...

https://www.nytimes.com/2019/03/...

INTER_20_XXXX_XXX_1P_CD_XX...

https://www.nytimes.com/2019/03/...

INTER_20_XXXX_XXX_1P_CD_XX...

https://www.nytimes.com/2018/12/0...

INTER_20_XXXX_XXX_1P_CD_XX...

https://www.nytimes.com/interactiv...

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https://www.nytimes.com/2019/01/1...

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https://www.nytimes.com/2019/01/...

INTER_20_XXXX_XXX_1P_CD_XX...

https://www.nytimes.com/2018/12/1...

NYT1_AUC_XXXXXXX_COALL_FB_SO_WTCP_TAFI20_AUDT

https://www.nytimes.com/2019/02/01/style/modern-love-my-c

Edit

Review

Languages

English (UK)

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Interests > Additional Interests > Relationships

Relationships

Interests > Family and relationships

Dating

Add demographics, interests... | Suggestions | Browse

Exclude People or Narrow Audience

☐ Expand interests when it may increase conversions at a lower cost per conversion.

Connections

Add a connection type

Save This Audience

Placement

☐ Automatic Placements (Recommended)

Audience Definition

Speci... Broad

Audience definition is unavailable.

Potential Reach:Unavailable

Estimated Daily Results

Based on 1-day click conversion window

Reach

Conversions

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



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Workflow: **Input**

Word Count: 265

Last Modified: 09/19/17 05:20 PM by julie.ho

Created: 09/18/17 03:51 PM by julie.ho

Save

AP Header Slug

Keywords

Suggest Terms

Volcanoes x Paid Time Off x Japan x Employee Fringe Benefits x Labor and Jobs x

Embargo

Editor's Note

Byline Bio Note

Territorial Restriction

Attention Line

Art Note

Advertising

- Context
- Brand S

NEIGHBORHOOD REPORT: UPPER EAST SIDE

NEIGHBORHOOD REPORT: UPPER EAST SIDE; Jumbo Bids Flying in War for Park Hot-Dog Stands

By Bruce Lambert

Search

- Site Se
on Time
- Collect
site search
- Bruce Lambert Hot Dogs

posting"

result in

TimesMachine

HOME SEARCH ARCHIVE

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The New York Times

WEDNESDAY, SEPTEMBER 11, 1963

Buy Reprints from the NYT Store

PAGE 1 OF 88

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WEDNESDAY, SEPTEMBER 11, 1963

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SEE ALL

FILTER

Type to filter Index

"All the News That's Fit to Print"

The New York Times.

LATE CITY EDITION
A major news source that is unique
today, clear, bright,
mostly sunny tomorrow.
Only 20¢ daily, 10¢ Sunday.
Free trial, 10¢ daily, 10¢ Sunday.

VOL. CXXII, No. 38,881
NEW YORK, WEDNESDAY, SEPTEMBER 11, 1963
TEN CENTS

BILL TO CUT TAXES 11 BILLION VOTED BY HOUSE PANEL

Modified Kennedy Measure
Approved, 17 to 8—Fares
Floor Action Next Week

G.O.P. PLAN IS DEFEATED

President Asks for His
Proposed Reducing Levels
Over Two-Year Period

Summary of the day's action
on the House floor.

By JOHN H. MURPHY
and other New York Times
Washington Staff Writers

WASHINGTON, Sept. 10.—A modified version of President Kennedy's tax program passed by the House Ways and Means Committee today. The vote was 17 to 8.

The bill, pending for cuts in income tax rates for individuals and corporations in all brackets, was introduced by the House next week, Senate hearings are expected to begin next week after the House vote.

The proposal of House passage of the bill was requested at the end of the House vote for consideration of action this year.

The measure would cut income tax rates for individuals in all brackets, and for corporations in all brackets, by one percentage point.

The measure would cut income tax rates for individuals in all brackets, and for corporations in all brackets, by one percentage point.

KENNEDY ORDERS HALT IN DRAFTING OF MARIED MEN

Status of 30,000 Affected
—Inductees to Be Called
Up at an Earlier Age

By TOM WICKNER
and other New York Times
Washington Staff Writers

WASHINGTON, Sept. 10.—President Kennedy signed an executive order today that halts the drafting of married men for military service.

The order, which was signed after a meeting with the Joint Chiefs of Staff, states that the President has decided to suspend the draft of married men who are in the service of the United States.

The order also states that the President has decided to suspend the draft of married men who are in the service of the United States.

WASHINGTON DIVIDED OVER AID TO VIETNAM

By TAD RIECK
and other New York Times
Washington Staff Writers

WASHINGTON, Sept. 10.—President Kennedy's policy on South Vietnam came under attack today in an editorial in the New York Times.

The editorial, which was written by the Times' editorial board, states that the President's policy on South Vietnam is "a serious mistake."

The editorial also states that the President's policy on South Vietnam is "a serious mistake."

VIETNAM CLOSES 5 MORE SCHOOLS; 100 ARE ARRESTED

2,400 Now Held in Saigon
—Regime Presents Two
Girls in Red Agents

By TAD RIECK
and other New York Times
Washington Staff Writers

SAIGON, South Vietnam, Sept. 10.—The regime in North Vietnam closed five more high schools today, and arrested 100 more students.

The regime also presented two girls in red agents to the press.

WALLACE ENDS RESISTANCE AS GUARD IS FEDERALIZED; MORE SCHOOLS INTEGRATE

By TAD RIECK
and other New York Times
Washington Staff Writers

SAIGON, South Vietnam, Sept. 10.—The regime in North Vietnam closed five more high schools today, and arrested 100 more students.

The regime also presented two girls in red agents to the press.

PARIS DRAWS PLAN TO HALT INFILTRATION

By TAD RIECK
and other New York Times
Washington Staff Writers

PARIS, Sept. 10.—The French government today announced a plan to halt the infiltration of North Vietnamese agents into the South.

The plan, which was announced by the French government, states that the French government will take steps to halt the infiltration of North Vietnamese agents into the South.

PROPOSAL WAGE AND PRICE RESTRAINT—LIVING COSTS UP 10% IN 3 YEARS

By TAD RIECK
and other New York Times
Washington Staff Writers

WASHINGTON, Sept. 10.—The Federal Reserve Board today announced a proposal to impose a wage and price restraint.

The proposal, which was announced by the Federal Reserve Board, states that the Federal Reserve Board will take steps to impose a wage and price restraint.

20 NEGROES ENTER 12 Whites Arrested in

By TAD RIECK
and other New York Times
Washington Staff Writers

SAIGON, South Vietnam, Sept. 10.—The regime in North Vietnam closed five more high schools today, and arrested 100 more students.

The regime also presented two girls in red agents to the press.

Archive Discovery

Kennedy's Son Arrives

John F. Kennedy, son of the United States Ambassador to Great Britain, returned from England yesterday on the North German Lloyd liner Bremen, which brought 1,981 passengers from Bremen and Channel ports. He is returning to begin his junior year at Harvard University. Another passenger was Benson Ford, son of Edsel Ford, who has completed a six-weeks' tour of France, England, Switzerland and Germany.

persons:"kennedy, john

om

To

Search

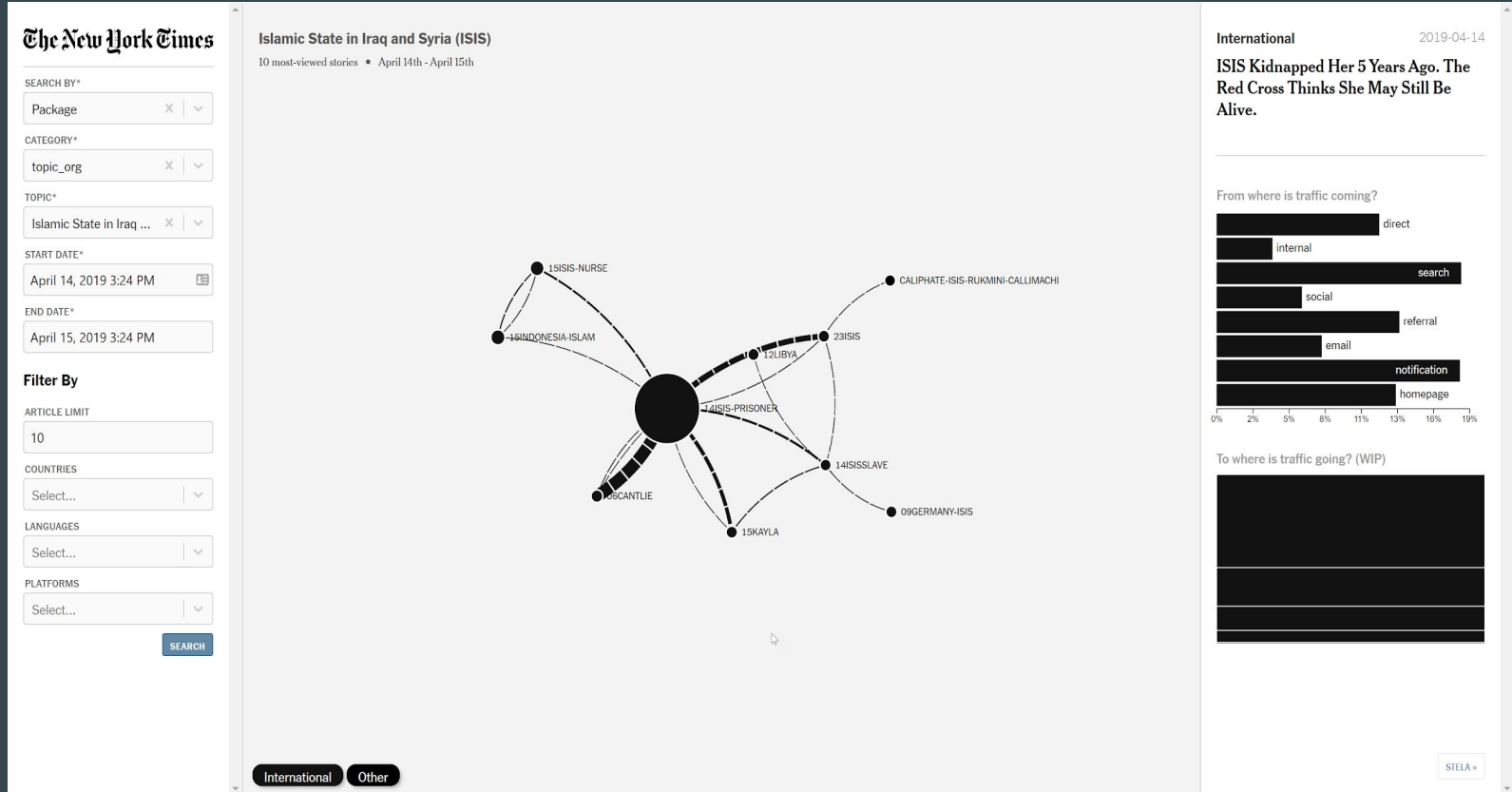
Query

Hits: 6469
Time: 13
Offset: 0
Page: 1/647

[Kennedy's](#)
Arrives in N
Fri Sep 09
View in: ADD

Package Mapper

- Each circle represents an article, sized by how much traffic the article is getting
- Lines in between tell what an article is linked to.
- Something in the middle is well linked to other assets, something out at the edge is not.




Slackbots/Newsroom Alerts

#parenting-alerts


☆ | 👤 13 | 📌 0 | ➕ Add a topic


📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮


Yesterday


 **Parenting Bot** APP 7:30 PM
"Unvaccinated Student in Kentucky Sues After Being Barred From Playing Basketball" was just published By CONCEPCIÓN DE LEÓN: <https://www.nytimes.com/2019/03/18/us/unvaccinated-student-basketball-lawsuit.html>.


Today


 **Parenting Bot** APP 5:10 AM
"Professional Hair Removal Catches on With the Preteen Set" was just published By SHIVANI VORA: <https://www.nytimes.com/2019/03/19/well/family/waxing-laser-hair-removal-preteens-tweens.html>.

 **Parenting Bot** APP 5:40 AM
"Professional Hair Removal Catches On With the Preteen Set" was just published By SHIVANI VORA: <https://www.nytimes.com/2019/03/19/well/family/waxing-laser-hair-removal-preteens-tweens.html>.

 **Parenting Bot** APP 8:40 AM
"We're Introducing a New Parenting Section, and We Want to Hear From You" was just published By JESSICA GROSE: <https://www.nytimes.com/2019/03/19/reader-center/parenting-section-tiny-victories.html>.

 **Parenting Bot** APP 12:10 PM
"How Not to Be a Snowplow Parent" was just published By RACHEL SIMMONS: <https://www.nytimes.com/2019/03/19/well/family/college-bribery-snowplow-parenting.html>.

 **Parenting Bot** APP 1:00 PM
"Women With Twin Brothers Are More Likely to Face Penalties at School and Work" was just published By CLAIRE CAIN MILLER: <https://www.nytimes.com/2019/03/18/upshot/women-with-male-twins-are-more-likely-to-face-penalties-at-school-and-work.html>.

 **Parenting Bot** APP 3:00 PM
"Women With a Twin Brother Are More Likely to Face Penalties at School and Work" was just


+ Message #parenting-alerts @ 😊

#climate


☆ | 👤 78 | 📌 1 | Who's got what? www.bittly.com/climate-

📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮


Today


 **Sara Simon** 10:21 AM
hi climate, rachel & i have been working with the taxonomy team (^ above!) to clean up the query for climate bot. i'm gonna be swapping a new one in shortly. if all goes as planned, you won't notice a difference & it will be way easier in the future to tweak the query into something more complex to better meet your needs (edited)


👤 3

 **Nadja Popovich** 11:02 AM
nice piece from our colleagues in biz/graphics
<https://www.nytimes.com/interactive/2019/03/18/business/pge-california-wildfires.html> (edited)

🗞 The New York Times | By IVAN PENN, PETER EAVIS and JAMES GLANZ
How PG&E Overlooked Wildfire Risks in Favor of Its Bottom Line
Pacific Gas & Electric, California's largest utility, has been responsible for wildfires in recent years that destroyed hundreds of thousands of acres. Several proved deadly.

 **NYTClimateBot** APP 12:10 PM
"Britain (Yes, Rainy Britain) Could Run Short of Water by 2050, Official Says" was just published By ILIANA MAGRA: <https://www.nytimes.com/2019/03/19/world/europe/uk-water-shortage.html>.

 **NYTClimateBot** APP 12:30 PM
"88 Pounds of Trash Found in Whale's Stomach" was just published By THE ASSOCIATED PRESS: <https://www.nytimes.com/video/world/asia/100000006415683/trash-whale-philippines.html>.

 **NYTClimateBot** APP 12:50 PM
"Local Food in Puerto Rico Finds Energy in Recovery" was just published By JULIA MOSKIN: <https://www.nytimes.com/2019/03/19/dining/puerto-rico-farmers-local-food.html>.

+ Message #climate @ 😊

Newsroom Desk Dashboards

Article Date Range

Nov 21, 2018 – Nov 27, 2018

Article Geography

All

Article Topic

All

Sort By:

Pageviews

Story Baselines: Medians (90 Day P

Measure

Median

Average

National Arti

Headline

He Says He Got Away With 90 Murders.

Why the Announcement of a Looming W

Everything Around Him Burned, He Stayed Put, and Learned to Tell the

Abortion

All

California Today

Criminal Justice

Disasters

Gun Violence

Immigration

Opioids

Other

Police

Politics

between Nov 21, 2018 and Nov 27, 2018

Pub Time	Category	Subcategory	Pageviews	California PVs	Social PVs	Search PVs	HP Time	FB NYT
11/26 11:58	Other	Sexual As...					0H 0M	1
11/22 13:14	Other	Race					0H 0M	1
11/23 15:30	California	Disasters	473,505	83,140	25,334	4,373	0H 0M	1

Challenges

- Production is labor intensive
 - Taxonomists spend a large portion of the day dealing with newsroom requests and checking tagging
 - 3 people cover 7 days/week 365 days of year
- Training
 - A lot of time invested in training
 - Some newsroom folks respond better to tagging than others
- Software
 - We are about to start a migration to new, more intelligent rules-based classification software
 - We are hoping that this migration will allow us to decrease the number of manual tasks by allowing us the freedom to build more custom tooling and possibly employ some machine learning

Questions?

Email: jennifer.parrucci@nytimes.com