

## NYC Fall Career Quest Blog Post –Iliana Hagenah

“It’s a fun time to be in media,” said Dean Murphy, Business Editor of the New York Times with more energy than typical of someone in a Karako suit. He said this with the added caveat that the digital transition in media has hit the NY Times hard. At this point, it had been two days for our group of discussing with many big media corporations in New York City about the massive lay-offs and challenges in digital media. “We need money,” Time Inc. memorably quipped when asked about their current challenges. Time’s cutting-edge digital features such as a virtual reality Life Magazine project have set them apart. NY Times also discussed their rebranding and new ways of digital storytelling that reassured GW students as long as you are creative and can adapt, media is fun.

We began our trip by visiting several PR firms. Our first stop was Grey, a large yuppie-filled advertising agency that brought us hits such as MC Hammer in the 3M Command Strips commercials and that other commercial with Seal and the “Super Bowl Babies Choir”. We had then met with a GW alumnus who now works in the “learning” department of Time Inc. that teaches employees new skills to stay on top of the momentous industry. The second day, we visited the NY Times office to meet up with Diana B. Henriquez, a GW distinguished alumnus who was on the verge of starring alongside Robert DeNiro in a movie based off her book about Bernie Madoff. Our last stop was with iHeartMedia, where we met with President of the company Darren Davis who had spent his GW career working a 60 hour job at a local radio station. We left our trip intrigued, enraged, and puzzled by the PR and Media partnerships that blur the content-advertising line.

All of the GW alumni we had met with chatted about their days treading between classes on the same grounds we are now. They did not lie about their challenges and answered questions with an insider’s blushing honesty. Career Quest was a fun innagural two days to commence our critical thinking and creativity skills we will need when trying to figure out what the next new thing in media is all about.