

Working For A Living: The Workplace Beat

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Thank you Lisa. So yes I am the Workplace Editor at the New York Post. Basically this section was launched with the idea that we all live so much of our lives at work. Basically as Lisa was saying, you know this kind of section would have been so different five years ago because like it or not Americans are working more and more now. We spend so much of our time at work and with that comes a whole host of issues that go way beyond the kind of basic issues of how to ask for a raise or, you know, what kind of resume you have, that kind of thing.

So our idea is basically approaching workplace issues as almost as a lifestyle topic. There are so many fascinating things to be said about work including the bizarre sociologic underpinnings of, you know interaction with coworkers. Everything from, you know, we recently, a couple of months ago ran an article about how, I want to prep that this is very un PC but we basically ran an article about how sometimes people who are smokers, it ends up being an amazing career move because you end up kind of bonding with your manager if they happen to be a smoker. And these kind of bizarre relationships will spring from time spent having cigarettes outside the building. So we obviously weren't suggesting that anyone take that up but we were just kind of commenting that it had been an effective career move for some.

So you know we basically, with my approach to the section and what I've wanted it to be since its inception in the early fall is just a section that spoke to everyone. It's both for active job seekers and then people who are very happy in they're current career but who are always looking to, you know, improve their lives or, or make things more effective and pleasant for themselves at work, including getting along with your coworkers and that kind of thing.

But I'm very interested in the things, like I said, the things that go beyond the obvious.

We have a regular that's basically aimed at those of us who are fortunate enough to get away to get a work out in during our work day and how to do that most effectively. So it's basically like everything from

fitness to lifestyle. We recently did an article about, there's this thing, the lure of the office machine and how that can be a very dangerous slippery slip.

So basically what I look for from publicists are the things that are a little bit quirky. The work place section is very much in keeping with the tone of the rest of the post, which means that it's definitely opinionated, a little bit brazen, it's fun. And so I'm not looking for dry things at all. So the publicist that can send me the ideas that are a little bit off the cuff and that aren't obvious is the publicist that will be my best friend basically

And also I would just say that in general sometimes a lot of publicist seem to not be making much of a differentiation between my section and the business section. So that's just like something important to know because sometimes I'll get pitches and they'll be talking about quarterly results of the company or something like that and I'm kind of like, I really don't care or a press release about salaries at a firm. That I don't care about on the other hand if someone wanted to send me something about an employee who had recently accidentally emailed a spreadsheet with all the salary information to their whole company that I'm interested in. In fact I would be delighted by such news.

So that's the kind of thing I look for basically just making a... I can absolutely see how the workplace section might at first be confused with business but if you read the section, and it is available online at nypost.com. If you read the section regularly I think you'll start to get a real sense of the kinds of things that it covers.

One of the sections I think is most delightful to publicists is called dream job. And that's basically anything, it's always written by the same writer of the newspaper. And it's essentially anyone who has a really cool job where someone reading it on the subway would think 'how did they get that job, that is so cool? What do they do?' you know. For instance we're profiling the youngest NASCAR driver whose basically like 18 and just went to his prom and is a NASCAR driver.

So it's basically just like a round up of kind of movers and shakers of all different industries basically. So that's something that we actively um look for, which is fun. However to practice that I've noticed that most of the time most publicists tend to think that their clients are perfect for dream job and so lots of

times they're not. But you know that's something where I receive probably the most actively pitched section is dream job.