June 17, 2013
Romenesko
Leave a Comment

Here's what would happen if Clark Kent tried to get a newspaper job today

Dear Mr. Kent,

We have looked at your resume, and while we thank you for your interest in The Daily Planet, we cannot offer you a position at this time.

You seem like a nice, smart kid, but the newspaper business is changing. Print is dying, and we can't afford to take on any new reporters. We actually had to lay people off in order to cut costs. Just the other week we were forced to let Lois Lane and Jimmy Olsen go, and they were great reporters. We can't simply hire anybody, especially someone as untested as yourself.

Even if we were in a position to make new hires, I'm not sure you meet the qualifications. In your cover letter, you describe yourself as "mild-mannered." That's not what we need. We need a dynamic, bold, risk-taking reporter—somebody who will do anything to get the story. We need Clark Kent to be seen in the same place as Superman to cover the news. I've got a feeling you can't do that.

Your resume seems a little lacking. I know you wrote for your high school paper, but Smallville, Kansas is no Metropolis. The rest of your resume seems pretty empty. What were you doing with all your time? You really should have been freelancing and building up a portfolio. For all the blanks on your CV you might as well have been in outer space.

Also, your preference for phone booths over a cell phone leads me to believe you're not up to snuff with the digital age.

Sorry if this is harsh, but I'm a newsman. I tell it like it is. Getting into journalism is hard. I'd say the only thing more difficult would be getting entry into the Justice League itself! But I think you're a bright kid, Clark. You've got a future even if it isn't in journalism. My advice to you is to test if LuthorCorp has any entry level jobs. That Lex guy is a genius, and they always seem to be hiring.

Sincerely,

Perry White,

Editor-in-Chief of The Daily Planet

— via @jgrebes

Newspapers and journalism take a beating in "Man of Steel" tweets
* "Are we really supposed to believe there's a newspaper adding employees?" (@brianbatescomic)
* "It's ridiculous, completely unrealistic. You can't get a job in a newspaper that easily." (@emsug)
* "Biggest beef w/ Man of Steel? Guy with no apparent j-school background gets job at a major paper. Wanted to throw my degree at the screen."
* “Wow, #manofsteel is totally unrealistic sci-fi. Features a newspaper editor with a conscience who actually decides not to break a story!” (@nmiedl)

* “The thing that was hardest to believe about Man of Steel was the idea of responsible, committed newspaper journalism.” (@khealywu)

* “Looking forward to the scene in the Man of Steel sequel where Clark has to stop working on an internet slideshow to go be Superman.” (@BMcCarthy32)

* “The most unrealistic part of Man of Steel is that a daily newspaper is thriving and sends beat reporters out on international assignments.” (@bmillercomedy)

* “Good that Lois Lane is a print reporter. She works in obscurity. If she was on TV she’d be busy hosting/guest-speaking. No time for Superman.” (@TerryMac2)

* Related: A brief history of The Daily Planet building (smithsonianmag.com)

Comments

14 comments
Not to out myself as any more of a comics nerd than I am, but Lex Luthor's conglomerate was named LexCorp.

What paper send out rejections letters or takes the time to let you know in detail why you didn't get the job? please.

Did Clark Kent ever even file a story?

Clark got many headlines during his 50 year career with the Planet. He and Lois were their top reporters. He's now back with the paper, after spending time as both an anchorman, and as an investigative reporter.

If he was willing to trade on his intimate knowledge of Superman, he would be a multimedia star with a much linked-to Twitter feed, interviews on all the news channels and the inevitable book. Of course, he would be outed in about ten minutes - pictures of him changing into the tights would go viral and Clark would be no more. You're Superman; who needs an alternate identity, and, for that matter, a job?
No more newspaper reservations for you!

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He looked very familiar
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