

Meet the experts: Aviation Week - Transcript

Karen Walker, Editor-in-Chief, Air Transport World

I was born on a US Air Force base. This is my actual birth certificate, and it certifies that Karen Walker made a three point landing according to the flight plan.

Joe Anselmo, Editorial Director, Aviation Week Network

When I was two years old, I remember this. My father sat me down to watch the launch of Apollo 11 to the moon.

My father said, no, watch this. You will always remember it. And he was right.

Brian Kough, Senior Director, Forecasts & Aerospace Insights

My father was a pilot. I was pointing to the sky, asking my mother questions about, you know, how does that plane fly?

Christine Boynton, Senior Editor, Air Transport

I was a medevac baby. My first flight happened when I was ten hours old, out of Roosevelt Road's Naval Base in Puerto Rico.

Joe Anselmo, Editorial Director, Aviation Week Network

I always wanted to be a journalist. I studied TV, actually, in college, and worked at a TV station for a few years during college. I had a chance to cover NASA, and I said, that's really cool. I mean, who wouldn't want to cover NASA? And from there I was hooked.

Karen Walker, Editor-in-Chief, Air Transport World

And I was there on 911 when the American Airlines plane was crashed into the Pentagon. And we literally stayed in our office all through the night. Just reporting on what was happening on that awful day.

Christine Boynton, Senior Editor, Air Transport

There's something so interesting about this industry. And in my opinion, airlines in particular, there's always a headwind, right? There's always a challenge. They impact our lives in so many different ways that I think sometimes people don't think about.

Karen Walker, Editor-in-Chief, Air Transport World

Medicines, vaccines, food, all sorts of stuff. We take it for granted that this stuff just gets to us, but it doesn't. It gets to us from air cargo. With trade journalism, you've got to know your trade. You've got to understand it. You don't pander to it, but you've got to know it.

Joe Anselmo, Editorial Director, Aviation Week Network

There's so much misinformation out there. People trust us. They trust us to the level that they're willing to pay us for our content. That's really hard. You have to be really good. And so when we go out there, we hire the best. We have the best team of aviation and aerospace journalists in the world.

Sean Broderick, Senior Air Transport Editor

One thing about being B2B is I feel like that if I'm not the dumbest person in any source conversation that I'm having, then I'm doing it wrong. My number one goal whenever I write a story isn't to get some, you know, catchy quote, or even to get a quote from the highest ranking person in the organisation I'm covering.

But it's to be correct and to be accurate. If you want to do what I do, which is write deep, meaningful stories about the aerospace business, there's no better place to work.

Brian Kough, Senior Director, Forecasts & Aerospace Insights

Aviation is one of those industries where you have a lot of enthusiasts and people that love the industry.

Joe Anselmo, Editorial Director, Aviation Week Network

Why does the chief of the Air Force come to our Defence conference? It's because of our brand. It's because we're respected.

Sean Broderick, Senior Air Transport Editor

When Boeing had two fatal accidents involving their 737 Max. We went from, you know, covering the what happened in those specific accidents to why. And then some of the bigger organisational issues. Two weeks ago, we sat down with their CEO. We were the first outlet to sit down with him for an extended interview.

Joe Anselmo, Editorial Director, Aviation Week Network

Want to know something I hear from Boeing. They actually appreciate our coverage, as negative as it is, because it's accurate and because we go to them and we say, here's what we're going to write. What's your side of the story? And we are thought of as a thought leader, particularly during Covid when everything shut down and we were putting on webinars and I had someone from a big aerospace company called me and said, "We really look to you guys to see what's going on."

Christine Boynton, Senior Editor, Air Transport

Aviation week goes back to 1916.

Sean Broderick, Senior Air Transport Editor

It's amazing to look at what we have covered in 100 plus years of producing the magazine, basically almost the entire history of aviation.

Joe Anselmo, Editorial Director, Aviation Week Network

The question is, how are you still here? How are you still thriving?

Aviation Week Network has grown 60% in the last ten years. How is that? Well, it's because we diversified.

We went from being a weekly print magazine to a multimedia, multi-platform. Everything goes online. We do podcasts. Those podcasts are hooking younger readers, the next generation. This is fun. We're lucky. I get to travel all over the world. I get to go to rocket launches. Some of these guys get to ride in fighter aeroplanes.

I am just really, really proud of this team. As you, I think, can see.