The media innovation specialization was a huge factor in me deciding to come to Medill. The program melded three different disciplines together. You have the MBA discipline of how the business side works — the engineering discipline of how everything in the background works, how to create media products and be able to code them. Then you have the journalism component: how do we write successfully, and put together a story and how do we tell a story in the right flow? This program had everything I was looking for because it was cross-disciplinary — what it takes to be a successful journalist.

1. What is media innovation?
   - Clients have creative agencies. To create ads is their core expertise.
   - Our forte is our knowledge of Dainik Bhaskar Group. Nobody knows it better than us.
   - Our core expertise therefore is our ability to think of media innovations.
   - One such innovation for Motorola is on the next slide.

2. Why do we need media innovation?
   - Is it for more billing for you or is it for more value for your client?
   - When your focus is money, the client's focus also becomes money.