

CECI CONNOLLY CASHES IN

Who knew the world of journalism had the same kind of revolving door as government does? But apparently, if you build a reporting beat entirely around portraying the views of top corporate representatives as the only views that count, and if your newspaper pimps you out as the “play” in a Pay2Play scandal, then you, too, can make the jump to consulting.

CECI CONNOLLY leaves the WP for

McKINSEY: “Friends, Pardon the group email but I wanted to tell you all my big news. After 13 great years on the National staff of the Washington Post I’ve decided to take on a new adventure, serving as a senior adviser at McKinsey & Co. to the firm’s new Center for US Health System Reform and its global Health Systems Institute. It is a phenomenal opportunity to grow, learn and have an impact on health care worldwide. I have been blown away by the brainpower at McKinsey and felt that its non-ideological, fact-based approach is the ideal environment for an old-fashioned news gal like me. Throughout 25 years in journalism, I have been blessed with fascinating assignments, warm colleagues and generous sources. Six presidential campaigns, epic health care battles, Hurricane Katrina, two blogs and the machinations of Capitol Hill gave me all I could have ever hoped to write about. Whether bumping along the frost heaves of New Hampshire, talking politics with Juan and Brit on Fox and Gwen on PBS, racing to catch Air Force One (and Two) or sneaking a bite of black market lobster in Cuba, it has been an amazing journey. I hope to catch my breath for a few weeks, do some cooking and play a little golf. I’ll

send out my McKinsey coordinates soon.
Chrs, Ceci."

Mind you, I'd rather Connolly be brokering health care deals for McKinsey than do it under the guise of "reporting," which is what she was doing at the WaPo. So we're probably all better off!

The biggest problem, though, is the lesson it offers for other journalists: the best way to get out of the troubled news industry and into something more lucrative is with corporate shilling masquerading as journalism.