IIP-IN ARGENTINA: THE BUBBLE

BUENOS AIRES, ARGENTINA

BY CHARITY YOUNG, CLASS OF 2020
DUTIES

- Based on the Spanish news, wrote 300-word articles of breaking news (mostly political) and cultural events in BA
- Wrote 500-word explainers of topics that would be difficult to understand for a non-Spanish speaker
- Formatted posts and added pictures
- For independent project, interviewed the co-director of an art gallery and wrote a long-form post about Argentine art in the world, including excerpts of the interview
The Bubble shares office space with Infobae, one of Argentina’s leading news companies. The old headquarters where I worked was located on Humboldt 1550 in Palermo, but has since moved to Juramento in Belgrano near Barrio Chino. The new office space is also shared with Infobae, and is located in a newsroom with their reporters. This new place is pretty nice since it’s on the top floor with a lot of light, and there are medialunas and fruit provided. It is also near Coffee Town (the old location had Lab, which has amazing macchiatos and chocolate cookies, but Coffee Town offers some of the best espresso in Argentina). Here is a picture of the entrance of the old location.
ME WITH COLLEAGUES AT THE BUBBLE’S HAPPY HOUR (I AM ON THE FAR LEFT)
MOST REWARDING ASPECT OF WORK EXPERIENCE

• I’m not sure who your direct supervisor would be since the one I had left, but I would say that the CEO, Adrian Bono, allows a lot of flexibility in writing style and length of article. When I was at The Bubble I wrote about two 300-word articles a day, but the company is going through a transition in which it plans to switch to more long-form, explanatory journalism such as Vox and Gawker. I got to experience this towards the end of my internship and really enjoyed it—Adrian encouraged me to write in a voice that appeals to millennials, and gave me the whole day to write a well-researched 500 or 600 word explainer. This is very good for your journalism portfolio if you choose to keep one.
A SELFIE I TOOK IN THE FIELD, PLUS SOME STRANGERS: ATTENDING AN ART EXHIBITION AT THE RUTH BENZACAR GALLERY
HOW MY WORK IMPACTED THE ORGANIZATION

• I prefer to write informally which reflected through the tone of my cover letter. They liked this when recruiting me (pro tip: you can have a personality as long as your letter contains substance) and when I was supervised by Adrian, he encouraged me to take my voice further. I believe I contributed by reflecting the tone The Bubble had in its early days, which they are returning to as part of their transition. Also, due to my ingrained fear of the Princeton Honor Code, I vigorously fact-checked every source I used. For example, when reporting on Lionel Messi’s new salary under his renewed contract with Barca, I realized that every Argentine newspaper reported a wildly different number. It took me a long time to verify the correct source but my supervisor appreciated the factual accuracy of my articles, especially since it can often be challenging to find the truth of certain details in the Argentine news. Combining an informal tone with accurate explanatory journalism is The Bubble’s brand, and I believe I matched this well. I also know about art and have my opinions of fashion, which helped me contribute arts & culture articles that were informed without being too dry or reverent.
THE WALK ON THE WAY TO WORK: NEW LOCATION VS OLD
HOW MY EXPERIENCE IMPACTED MY ACADEMIC CHOICES AND CAREER PLANS

• With some journalism experience under my belt, I feel more confident in adjusting my tone to different audiences. I may try to do another journalism internship or one to do with media and entertainment, and after having written 45+ articles, I feel more confident going into my journalism class in the fall.

• In terms of career plans, I still intend to study English and go to law school. Though before my internship I was confident in my ability to read and write fiction, I did not have much experience in current events or journalistic writing. This internship made me more confident in my ability to report on current events in a way that is both engaging and informed, on top of parsing information from a number of different sources.
FINAL THOUGHTS

• The Bubble is a good internship if you want to gain some journalism experience without feeling too much pressure—the business model is relaxed and deadlines flexible. I got to set my own pace and contribute as much or little as I wanted, and also made a great friend from work. It is also a fun way to learn actively about current issues in Argentina, and your supervisors are typically friendly and supportive. Even if you are young, you are strictly valued by the quality of your work and contribution to company culture. I would encourage future IIP applicants, especially freshmen, to apply to this internship to gain cultural and writing experience and to have a portfolio to show for it.