

TOMMIEMEDIA TIER 3 LEADERSHIP JOB DESCRIPTIONS

These leaders report to the four-person TommieMedia executive leadership team (Director; Production Editor; Assignment Editor; and Advertising and Promotions Editor) **as appropriate**. For instance, the chief video editor might report to the assignment editor in helping decide what kinds of video should be shot on a news story that is being assigned, and then report to the advertising and promotions editor in helping decide how to create video for an advertisement that will stream from the Web site.

These leaders work on all TommieMedia products as appropriate; no one at this level should see himself or herself as working solely on one media product. TM is a multimedia organization, and every leader should be willing to work on all facets, as necessary. In other words, the chief video editor is producing video that may be intended for a video package that will stream directly from the TM Web site, or will be included in a segment for the studio TV program, and so on. The chief video editor cannot see himself or herself as producing video solely for an in-studio program, for instance.

These positions will pay \$750 per semester. Students may re-apply for these positions each semester.

CHIEF VIDEO EDITOR

Duties:

- Works with the executive team in forming story teams.
- Suggests video treatments for stories and takes part in discussion about when video is appropriate for a story.
- Works with reporters and videographers in completing video field production and post-production for TM products that include Web reports, “News in :90” and “Sports in :60” newscasts and studio segments, as well as others to be determined.
- Works with the Director, Assignment Editor, Production Editor and Chief Story Editor on editorial oversight of video pieces.
- Is the chief of quality control for the editing and content of all videos produced for TommieMedia.
- Ensures delivery of video packages to their final destination, including posting to the TM Web site media gallery.
- Monitors equipment use and checkout, as appropriate.
- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Solid visual skills in shooting and editing video, especially in working with Avid video editing software.
- One semester as videographer or reporter for TommieMedia or equivalent.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

CHIEF PHOTO EDITOR

Duties:

- Works with the executive team in forming story teams.

- Suggests photo ideas for stories and takes part in discussion about when still photos are appropriate for a story.
- Works with reporters and photographers in shooting and editing photos for TM products that include Web reports, slide shows, newscasts and studio segments, as well as others to be determined.
- Works with the executive team on photojournalism issues as they arise.
- Is the chief of quality control for the editing and content of all photos produced for TommieMedia.
- Ensures delivery of photos and photo packages to their final destination, including posting to the TM Web site media gallery.
- Monitors equipment use and checkout, as appropriate.
- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Solid skills in photography and photo editing, including experience with Adobe photo editing software and slideshow production software.
- One semester as a photographer for TommieMedia or equivalent experience.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

CHIEF STUDIO PRODUCER

Duties:

- Works with executive team to build a story budget for in-studio video segments.
- Suggests ideas for stories and studio segments.
- Works with executive team, reporters and editors to shape final script for studio shows.
- Coordinates and schedules crews, talent and TV studio for TM productions.
- Exercises quality control in all studio operations.
- Ensures delivery of final studio products to TM Web site, closed-circuit television and other appropriate outlets.
- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Demonstrates a solid understanding of the TV studio and its technologies.
- Solid visual skills in shooting and editing video, especially in working with Avid video editing software. One semester as videographer or other video producer for TommieMedia or equivalent.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

CHIEF STORY EDITOR

Duties:

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- Works with reporters and copy editors in producing written copy for TM products including Web stories and video scripts, as well as others to be determined.
- Is the chief of quality control for the editing and content of all written content TommieMedia, including enforcing Associated Press and TM local style.
- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- One semester as a reporter or other content person for TommieMedia.
- Extensive knowledge of grammar, spelling, punctuation and AP Style.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

UNIVERSITY AFFAIRS EDITOR

Duties:

- Works with executive team to build a story budget for university affairs and campus life.
- Suggests ideas for stories and studio segments, especially for university affairs and campus life.
- Works with videographers, photographers, reporters and editors to shape coverage of university affairs and campus life.
- Has special responsibility for reporters who cover the university and is responsible for stories about the university.
- Covers USG weekly meetings, town hall meetings and forums.
- Exercises quality control in news reports and is the first set of eyes on written reports and scripts concerning university affairs and campus life.
- Ensures delivery of final products to the appropriate outlets.
- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- One semester covering university affairs as a reporter or similar experience.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

SPORTS EDITOR

Duties:

- Works with the executive team in forming story teams.
- Works with the executive team to build a story budget and calendar of events for sports coverage.

- Suggests ideas for stories and studio segments, especially for sports.
- Works with videographers, photographers, reporters and editors to shape coverage of sports.
- Has special responsibility for reporters who cover university sports teams and is responsible for stories and studio segments about university sports.
- Serves as chief contact between TommieMedia and St. Thomas athletics department.
- Exercises quality control in sports reports and is the first set of eyes on written reports and scripts concerning sports.
- Ensures delivery of final products to the appropriate outlets.
- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- One semester of covering sports for TommieMedia or similar experience.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

OPINIONS EDITOR

Duties:

- Works with the executive team to build an editorial and opinions budget for TommieMedia.
- Works with reporters and editors to shape opinion pieces.
- Exercises quality control in opinion and is the first set of eyes on written reports and scripts of opinion pieces.
- Ensures delivery of final products to the appropriate outlets.
- Supervises and ensures quality of blog content posted on the Web site.
- Monitors and posts audience members' comments on the Web site, ensuring they are consistent with TommieMedia terms of use.
- Contributes ideas for the weekly opinion poll run on the site.
- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least one semester as a reporter or editor for TommieMedia, including some column or editorial writing.
- Demonstrated willingness to tackle tough topics while demonstrating sensitivity to university and TommieMedia policy.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

ADVERTISING MANAGER

Duties:

- Works with advertising and public relations director to identify potential local business clients.
- Assigns advertising salespeople to make client calls, providing training of salespeople as appropriate.
- Works with advertising and public relations director to develop and maintain TommieMedia advertising rate card and media kit.
- Maintains advertising billing operations, including sending bills, collecting on accounts, depositing revenue and reporting on billings to TM executive leadership.
- Organizes client files and relevant paper files, and creates and maintains an electronic database of client information.
- Works with graphic designers, video editors, audio editors, etc., to create advertising for clients who don't submit their own Web-ready ads.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least one semester of experience in some capacity at TommieMedia.
- Has an energetic approach to and keen interest in advertising, and is able to professionally make contact with local business people.
- Has superior organizational and details skills.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

PUBLIC RELATIONS MANAGER

Duties:

- Works with the advertising and public relations director to identify potential public relations and promotional opportunities to further the TommieMedia "cause" and to help sell advertising.
- Develops a six-month strategic plan to promote TommieMedia to various pre-determined geographic and demographic target markets.
- Is prepared to develop and execute short-term communication plans as dictated by short-term problems and opportunities.
- Maintains regular communication with other TommieMedia personnel to help determine system-wide problems and opportunities and to contribute to the team effort.
- Shares some social media duties with the social media manager.
- Maintains TommieMedia "clip" files that provide evidence of stories on the site linked to by other sites, mentions in other media outlets, etc.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least one semester of experience in some capacity at TommieMedia.
- Has an energetic approach to and keen interest in public relations and promotions, and is able to professionally represent TM to external and internal publics.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

SOCIAL MEDIA MANAGER

Duties:

- Works with the executive team to identify potential social media opportunities and strategies that extend TommieMedia's ability to reach audience members with its content.
- Develops and/or maintains a strategic social media plan and policy that explain the social media TommieMedia will use to reach to various audiences.
- Maintains TommieMedia's social media presence, including posting daily updates (and sometimes multiple updates per day) to its facebook and twitter sites.
- Maintains regular communication with other TommieMedia personnel to help determine social media problems and opportunities and to contribute to the team effort.
- Maintains TommieMedia social media files that provide evidence of when stories are re-tweeted, linked to, etc.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least one semester of experience in some capacity at TommieMedia.
- Has an energetic approach to and keen interest in social media, and is able to professionally represent TM to external and internal publics.
- Facility with social media programs, such as facebook and twitter, and ability to locate relevant hashtags and write succinctly for posts such as tweets.
- Committed and dedicated to help produce DAILY content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

TOMMIEMEDIA TIER 3.5 SENIOR REPORTER JOB DESCRIPTION

Tier 3.5 staff members ultimately report to the four-person TommieMedia executive leadership team (Director, Production Editor, Assignment Editor and Advertising &

Public Relations Director), but immediately report to the 10-person tier 3 leadership team.

Tier 3.5 positions will pay \$500 per semester. Several people may be hired in the tier 3.5 category.

Students may re-apply for these positions each semester and may expect a slight raise in their semester pay, based on number of previous semesters of experience and satisfactory evaluations from supervisors.

SENIOR REPORTER

Duties:

- Accepts some more intensive, in-depth reporting assignments than beginning reporters.
- Works a minimum of two two-hour shifts in the newsroom each week, submit three story ideas per week and complete a weekly reporting assignment.
- Works on breaking news stories assigned for completion during newsroom shifts.

- Completes text stories, video packages and slide shows using appropriate multimedia (audio, video, still photos, text, etc.)
- Adheres to strict deadlines for completing assignments.
- Writes and records “News in :90” and “Sports in :60” segments about three times per month.
- Works in some capacity (as floor director, camera operator, tech director, host, etc.) on the TV studio crew that records weekly studio segments each Thursday at noon.
- Senior reporters who have particular expertise in editing copy may be assigned text editing duties in lieu of some weekly reporting assignments.
- Senior reporters who have particular expertise in photojournalism may be assigned photo duties in lieu of some weekly reporting assignments.
- Senior reporters may also be asked to mentor beginning reporters through their assignments.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least two semesters of satisfactory work on TommieMedia
- Solid journalistic writing skills.
- Working knowledge of Associated Press style and rules of grammar, punctuation and spelling.
- Proficiency in shooting video, gathering audio, and/or taking still pictures.
- Commitment and dedication to helping produce daily content on stories of all topics.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

TOMMIEMEDIA TIER 4 STAFF JOB DESCRIPTIONS

These staff members ultimately report to the four-person TommieMedia executive leadership team (Director, Production Editor, Assignment Editor and Advertising &

Public Relations Director), but immediately report to the 10-person tier 3 leadership team. For instance, all reporters and news content producers work directly with the Assignment Editor, but will also work with the Video Editor or Studio Producer if their story demands those elements. Advertising and public relations staff members will report directly to the Advertising Manager and the Public Relations Manager, but they may also work with other leadership members depending on the type of advertising or promotions content to be created.

Tier 4 positions will pay \$300 per semester. Several people will be hired in each tier 4 category.

Students may re-apply for these positions each semester and may expect a slight raise in their semester pay, based on numbers of previous semesters of experience and satisfactory evaluations from supervisors.

REPORTER

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submit three story ideas per week and complete a weekly reporting assignment.
- Works on breaking news stories assigned for completion during newsroom shifts.
- Completes text stories, video packages and slide shows using appropriate multimedia (audio, video, still photos, text, etc.)
- Adheres to strict deadlines for completing assignments.
- Writes and records “News in :90” and “Sports in :60” segments about three times per month.
- Works in some capacity (as floor director, camera operator, tech director, host, etc.) on the TV studio crew that records weekly studio segments each Thursday at noon.
- Staff members who have particular expertise in editing copy may be assigned text editing duties in lieu of some weekly reporting assignments.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Solid journalistic writing skills.
- Working knowledge of Associated Press style and rules of grammar, punctuation and spelling.
- Proficiency in shooting video, gathering audio, and/or taking still pictures, or if not yet proficient in those areas, willingness and ability to learn them and work with those who are.
- Commitment and dedication to helping produce daily content on stories of all topics.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

PHOTOJOURNALIST

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submit three story ideas per week and complete a weekly reporting assignment. The weekly assignment will typically have a strong visual component.
- Works on breaking news stories assigned for completion during newsroom shifts. This will often include taking photos for stories.
- Adheres to strict deadlines for completing assignments.
- Writes and records “News in :90” and “Sports in :60” segments about three times per month.
- Works in some capacity (as floor director, camera operator, tech director, host, etc.) on the TV studio crew that records weekly studio segments each Thursday at noon.

- Completes text stories and slide shows using appropriate multimedia (audio, still photos, text, etc.)
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Solid journalistic writing skills.
- Working knowledge of Associated Press style and rules of grammar, punctuation and spelling, or a willingness to learn.
- Proficiency in taking still pictures and a willingness to learn how to shoot video and gather audio from those who are proficient in those areas.
- Commitment and dedication to helping produce daily content on stories of all topics.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

CREATIVE DESIGN STAFF

Duties:

- Works primarily with advertising team leaders but occasionally with news team leaders.
- Designs successful advertisements, working with ad sales staff to interpret the creative strategy that addresses the client's needs.
- Designs house ads, rotator cards, news story graphics and other visual messages for the site.
- Works at least two two-hour weekly on-duty shifts in the newsroom.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Proficiency in Adobe Creative Suite programs (InDesign, Photoshop, Illustrator, etc.).
- Comfort with writing and understanding a creative strategy.
- Ability to explain design goals and receive constructive criticism.
- Ability to produce designs quickly and on deadline.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.

ADVERTISING SALES STAFF

Duties:

- Works with advertising team leaders to build relationships with potential advertising clients.
- Contacts local companies and businesses about advertising sales.
- Assesses local media competition and other media prices.
- Sells TommieMedia.com to potential clients.
- Pitches ideas to clients.
- Understands and uses an advertising rate card and media kit.
- Works at least one two-hour weekly on-duty shift in the newsroom

- Works at least four hours of sales per week
- Maintains client records and submits insertion orders and other paperwork promptly and correctly.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Comfortable with research tools and media strategy.
- Ability to think quickly and react appropriately.
- An outgoing personality that is not easily discouraged.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO or BUSN coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
- Reliability, organization, flexibility, judgment, ability to receive constructive criticism, and team orientation.