

Updated 4/12/16

TOMMIEMEDIA TIER 4 STAFF JOB DESCRIPTIONS

These staff members ultimately report to the TommieMedia executive leadership team (Director, Production Editor, Assignment Editor, Chief Story 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, submits three story ideas per week and completes 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 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 or a portfolio of appropriate work.

- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

PHOTOJOURNALIST

Duties:

- 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. 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 or a portfolio of appropriate media work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

DESIGN STAFF

Duties:

- Works with reporters to take information from text pieces and develop graphics that accurately represent information in a visually stimulating but organized way.
- 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 or a portfolio of appropriate media work.
- Is reliable, organized, flexible, team-oriented, has good judgment and the ability to receive constructive criticism.

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 or a portfolio of appropriate media work.
- Is reliable, organized, flexible, team-oriented, has good judgment and the ability to receive constructive criticism.

PUBLIC RELATIONS STAFF

Duties:

- Works with the advertising and public relations managers to identify potential public relations and promotional opportunities 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 chief story editor/ 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 or a portfolio of appropriate work.
- Is reliable, organized, flexible, team-oriented, has good judgment and the ability to receive constructive criticism.