**APPENDIX 2**

**Baylor Lariat Job Descriptions**

**Editor-in-Chief (20 hours + $6,000 scholarship per semester)**

The editor oversees all newsroom operations and is the chief representative of The Baylor Lariat and Lariat Radio. He or she manages the overall editorial direction of the news organization, working closely with the digital and print managing editors and section editors to provide thorough, responsible, ethical journalism to our readers. The editor is the team leader, casting the vision for Lariat coverage and setting measurable goals to fulfill that vision. He or she will meet regularly with senior editors to assess progress toward those goals and brainstorm ways to improve content. He or she must develop and maintain a culture of communication among staff members.

One of the most important responsibilities of the editor is to lead the Lariat in its growth as a Web-first publication and ensure the incorporation of multimedia and social media into the Lariat’s daily coverage. He or she will work closely with the digital managing editor in such efforts. The editor also spearheads one special section each semester. The editor-in-chief selects the members of the editorial board and serves as a senior member of the board.

The editor must have worked on the Lariat staff for a minimum of two semesters. These do not have to be consecutive.

Duties:

* Oversees the daily workings of the newsroom
* Directly oversees digital managing editor, print managing editor and Lariat Radio
* Reviews digital and print analytics daily with the managing editors and creates strategies to maximize readership, working in conjunction with section editors and marketing department
* Runs daily budget meetings
* Writes weekly editorials
* Spearheads special projects/in-depth pieces
* Assists in news coverage and production as necessary
* Reviews each day’s content and gives feedback to staff
* Enforces goals and deadlines

**Digital Managing Editor (20 hours + $4,000 scholarship per semester)**

The digital managing editor reports directly to the editor-in-chief. Managing editors (print and digital) are second in command in the newsroom. The digital managing editor is responsible for building our digital audience and getting up-to-the-minute news to our online readers via the Lariat website. This person directly oversees the social media editor and works closely with him/her to keep the Lariat’s social media active and engaging. This position works closely with section editors to monitor the day’s news, posts stories regularly throughout the day and creates interactive graphics to supplement our coverage. The digital managing editor is in charge of the Lariat app.

He or she will regularly examine analytics to determine the effectiveness of the Lariat’s online tools and app. He or she must be innovative, brainstorming ways to improve The Lariat’s digital efforts and increase readership.

The digital managing editor will monitor the wire services, local news sites and social media feeds for story ideas and for news of interest to Lariat readers. The editor must understand news values and be able to display stories on the website according to newsworthiness. The Web editor must have an understanding of search engine optimization, HTML, WordPress and possess/be willing to learn the skills for producing interactive graphics.

He or she oversees the section editors.

Duties:

* Posts news content online throughout the day and on weekends
* Coordinates multimedia coverage across all sections
* Directly oversees the social media editor and works closely with him/her to ensure the Lariat’s social media is vibrant and timely
* Rewrites headlines for search engine optimization as necessary
* Designs online special sections along with the social media editor
* Creates interactive graphics
* Evaluates analytics to improve the Lariat’s online presence
* Oversees the Lariat app
* Edits the Morning Buzz each night
* Enforces goals and deadlines

**Print Managing Editor (16 hours + $3,000 scholarship)**

The print managing editor reports directly to the editor-in-chief. Managing editors (print and digital) are second in command in the newsroom. This person is in charge of managing the entire print product and works closely with section editors to ensure that print coverage is distinct from daily digital content. The print managing editor is actively engaged with the marketing department in efforts to increase pickup rates across campus. He or she will review pickup rates after each publication day and brainstorm ways to improve content and engage more readers.

This person will be in charge of the newsroom during print production nights and will also serve as copy desk chief. He or she oversees the copy editors, edits stories and proofreads all pages. This position requires meticulous editing skills and the ability to manage page flow so printer deadlines are met. The copy desk chief coaches copy editors on editing, design and headline writing. This person serves as the nightly liaison between the newsroom and the Bryan-College Station Eagle, which prints the Lariat.

Duties:

* Leads print portion of daily budget meeting
* Works with section editors to repackage digital content for print
* Proofreads all pages
* Designs pages as necessary
* Monitors wire services, local news sites, social media for late-breaking news
* Creates PDFs of all pages for the printer and all-color PDFs for the Web
* Uploads pages for The Eagle
* Ensures page deadlines are met and the entire paper is uploaded by 10:30 p.m.
* Uploads PDFs to the Baylor University Digital Libraries folder
* Enforces goals and deadlines

**Social Media Editor (20 hours + $2,000 scholarship)**

The social editor will manage the Lariat’s social media — Facebook, Instagram, multiple Twitter accounts — in cooperation with section editors. He or she must be an active and savvy user of social media on a daily basis. The editor will assess Lariat social media analytics daily to determine which stories/photos/videos/posts are getting the most views. This person will craft strategies accordingly and work with section editors to revise their social media usage as needed. This editor is responsible for creating the Morning Buzz e-newsletter each evening.

The social media editor must be an engaging, creative writer who consistently seeks out new ways to increase the Lariat’s readership and engagement. This person will be aware of trends in social media and adapt coverage accordingly.

Duties:

* Manages the Lariat’s Instagram, Facebook and Twitter. This includes posting as well as working with section editors to improve and expand their own social media efforts.
* Creates and sends the Morning Buzz e-newsletter.
* Monitors social media feeds for story ideas and for news of interest to Lariat readers.
* Uploads the print PDFs to baylorlariat.com each production night and updates the online archives
* Works as a backup for digital managing editor as needed
* Evaluates social media analytics and participates in daily budget meetings

**Opinion Editor (20 hours + $4,000 scholarship)**

The opinion editor oversees all content in the daily editorial section, incorporating a wide variety of viewpoints that reflect the diversity of our readers. The goal of the opinion page is to produce a robust dialogue with our audience through editorials, staff columns, guest columns, letters to the editor and other special features. The opinion editor is the chairman of the editorial board.

Duties:

* Designs and manages content for the opinion page
* Runs weekly editorial board meeting
* Writes weekly editorials and occasional columns
* Edits staff and reporter columns for content, grammar and Associated Press style
* Monitors the Lariat and Lariat Letters email accounts and makes decisions regarding letters to the editor
* Solicits reader feedback through a variety of methods, including online polls/surveys and social media.
* Pushes opinion content to the web daily, ensuring that appropriate hyperlinks are included
* Oversees the Lariat cartoonist
* Enforces goals and deadlines

**News Editor (20 hours + $4,000 scholarship)**

The news editor directs the daily news coverage and oversees the assistant news editor, staff writers and lab reporters. The news editor works closely with the multimedia editor and managing editors to coordinate coverage online and in print. The news editor must have exceptional communication skills, be highly organized and have the ability to coach writers on news writing as well as how to cover a beat and generate story ideas. **\*\* Must be available 1-5 p.m. daily \*\***

Duties:

* Communicates daily with staff writers and lab reporters regarding news coverage and long-term projects
* Assembles the daily news budget
* Assigns stories, photos and multimedia
* Edits staff writer and reporter stories for content, grammar and Associated Press style
* Assists in news coverage and production as necessary
* Monitors the Lariat email account
* Monitors the wire services and assigns localized stories as necessary
* Enforces goals and deadlines

**Assistant News Editor (12 hours)**

The assistant news editor works with the news editor to direct daily news coverage. He or she helps oversee the staff writers and lab reporters, primarily focusing on the lab reporters. The assistant news editor serves as acting news editor in the event that the news editor is unavailable. The assistant news editor is also responsible for cultivating and compiling the daily Bear Briefs. **\*\* Must be available 1-4 p.m. daily \*\***

Duties:

* Communicates daily with staff writers and lab reporters regarding news coverage and long-term projects
* Assigns stories, photos and multimedia
* Edits staff writer and reporter stories for content, grammar and Associated Press style
* Assists in news coverage and production as necessary
* Posts daily to the Lariat’s social media accounts
* Monitors the Lariat email account
* Monitors the wire services and assigns localized stories as necessary
* Maintains the standing calendar of Bear Briefs
* Enforces goals and deadlines

**Page One Editor (16 hours + $2,000 scholarship)**

The page one editor designs the front page of each print publication. Possessing a strong grasp of news values, he or she will make decisions – in conjunction with other editors – regarding story placement. The page one editor must be a meticulous editor and have a keen eye for design. As this person is responsible for designing the front page of The Lariat each night, the page one editor must have a thorough understanding of the power of design in driving readership. He or she will direct late-breaking news coverage as necessary.

Duties:

* Designs the front page and other pages as necessary
* Edits front-page stories for content, grammar and Associated Press style
* Directs late-breaking coverage
* Assists in news coverage as necessary
* Pushes news content to the web
* Writes at least one story a week
* Enforces goals and deadlines

**Sports Editor (20 hours + $4,000 scholarship)**

The sports editor directs daily coverage of Baylor sports, overseeing sports writers and lab reporters. He or she must ensure a breadth of coverage that exceeds the traditional game previews and recaps. This includes features, analysis and in-depth coverage of issues affecting college athletics. The sports editor works closely with the multimedia editor and print, digital and broadcast managing editors to coordinate coverage. The sports editor must have exceptional communication skills, be highly organized and demonstrate strong writing and editing abilities. He or she will also report on Baylor sports and design the sports page each print publication night. The sports editor oversees the @bulariatsports Twitter account and pushes content to the web daily.

Duties:

* Communicates daily with sports writers and lab reporters regarding coverage
* Assembles the daily sports budget
* Attends daily budget meeting
* Assigns stories, photos and multimedia
* Edits sports writer and reporter stories for content, grammar and Associated Press style
* Assists in sports coverage
* Designs the sports page daily
* Posts daily to the Lariat’s sports social media accounts
* Enforces goals and deadlines

**Arts & Life Editor (20 hours + $4,000 scholarship)**

The arts and life editor directs daily A&L coverage and oversees the A&L lab reporters. He or she must ensure a diversity of coverage that does not center on a few topics that interest only a segment of The Lariat readership. Coverage will include news, features and reviews on arts and life topics that include but are not limited to: movies, television, culture, books, music, fashion, art, lifestyles and hobbies. The A&L editor writes for the section, edits reporter copy, designs the page each day and is in charge of the @lariatarts Twitter account.

Duties:

* Communicates daily with lab reporters regarding A&L coverage
* Assembles the daily A&L budget
* Attends daily budget meetings
* Edits stories for content, grammar and Associated Press style
* Assists in A&L coverage
* Assigns stories, photos and multimedia
* Maintains a standing What to Do in Waco calendar
* Designs the daily A&L page
* Posts daily to the Lariat’s arts and life social media accounts
* Pushes content to the web
* Enforces goals and deadlines

**Multimedia Editor (20 hours + $4,000 scholarship)**

The multimedia editor is responsible for leading the multimedia staff in providing quality photojournalism and video for The Lariat. He or she will manage photo and video assignments and scheduling for the photographers. The multimedia editor must be highly organized and excel in communications, as he or she will work closely with the news editor, sports editor, A&L editor and managing editors to supply visual content for The Lariat. The multimedia editor will ensure that photographers are shooting wild art, news and sports photos, video and photo stories. He or she must have demonstrated proficiency in photography and Photoshop/Lightroom and strong leadership skills. The multimedia editor will train the photo staff in technique and software. He or she must possess a sense of urgency and be able to quickly organize coverage for breaking news. This editor is in charge of the Lariat’s Instagram account.

Duties:

* Communicates daily with section editors regarding coverage
* Manages photographer schedules
* Ensures all photo and video assignments are completed by deadline
* Photographs daily wild art as well as video and assignments
* Is responsible for one audio slideshow per semester
* Is responsible for one team multimedia project per semester
* Compiles photo slideshows for Facebook and baylorlariat.com
* Ensures photos from weekend coverage are posted online immediately
* Creates infographics as necessary
* Ensures the Lariat’s Instagram account is updated daily and engaging
* Writes thorough and compelling cutlines for all photos
* Enforces goals and deadlines

**Staff Writer/Sports Writer (16 hours)**

Lariat staff writers and sports writers must have a solid understanding of news values and the ability to write accurately on deadline. They must be well-versed in news writing and feature writing skills and have a strong command of grammar, spelling and AP style. Writers must have good interpersonal skills.

Duties:

* Covers a beat
* Provides a weekly budget to their respective editors each Wednesday night
* Writes at least four news/sports story per week
* Writes news, feature and in-depth stories
* Provides news for baylorlariat.com in a timely manner
* Is in constant communication with editors regarding daily coverage and upcoming projects

**Copy Editor (16 hours)**

The copy editor plays a vital role in ensuring accuracy in Lariat coverage. He or she must be proficient in InDesign as well as grammar, spelling and AP style. The copy editor is responsible for editing news copy and designing news pages each production night.

Duties:

* Edits news copy for accuracy, spelling, grammar and AP style
* Designs news pages
* Pushes content to the web

**Photographer/Videographer (16 hours)**

Lariat photographers/videographers must understand news values and the difference between snapping pictures/recording video and being a visual journalist. They are journalists who report news in a visually compelling way and must possess a sense of urgency and be ready to cover breaking news with little notice. They must have an eye for composition and be proficient with DSLR cameras and Photoshop/Lightroom. Photographers/videographers are responsible for taking daily wild art in addition to regular assignments, and they will be required to supply video for the Lariat TV News team and Lariat website. They will produce one audio slideshow and one team multimedia project per semester. They are responsible for posting regularly to the Lariat Instagram account.

Duties:

* Shoots daily wild art, assignments and video
* Completes all assignments by deadline
* Produces one photo story per semester
* Ensures photos from weekend coverage are posted online immediately
* Writes thorough and compelling cutlines for all photos

**Cartoonist (12 hours)**

The Lariat cartoonist must be witty and have strong artistic sensibilities. He or she must be able to convey an editorial message clearly through drawing or through graphic art. The cartoonist may be called upon to provide illustrations as necessary. The cartoonist is a member of the Lariat editorial board.

Duties:

* Attends weekly editorial board meetings
* Draws daily editorial cartoon
* Provides illustrations (through drawing or graphic design) as necessary.

**Lariat TV News**

**LTVN Executive Producer (20 hours + $4,000 scholarship)**

The Executive Producer will report directly to the Director of Student Media and be the person in charge of the overall production of the LTVN Newscast.  The position has a significant role in developing the overall strategy of the LTVN broadcast and staff, including the interviewing and hiring of staff members.

Additional responsibilities include but are not limited to:

* Supervising LTVN reporters and Managing Editor

* Approving/rejecting/developing story pitches

* Working with reporters to develop enterprising stories

* Assigning stories and enforcing deadlines

* Conducting weekly LTVN meetings

* Communicating with print photogs to secure video

* Stacking newscast, creating weekly production assignments and anchoring/editor scheduling

* Directing newscast from booth (can alternate with managing editor)

* Refreshing animation, graphics and overall look of LTVN

* Managing equipment inventory

* Producing and reporting 1-2 packages per month

* Newscast distribution (WCCTV, website, Youtube)

* Collaborating with Managing Editor to train staff members on capturing video, tracking audio and editing

* Editing newscast scripts for clarity, precision, hook ledes and formatting

* Representing LTVN in communications with print editors, budget meetings, staff meetings and weekly content/feedback meeting with Director of Student Media

**LTVN Managing Editor (16 hours + $2,000 scholarship)**

The Managing Editor will be responsible for the day-to-day operations of the LTVN staff and report to the Executive Producer. The responsibilities for the position include, but are not limited to:

* Managing and communicating with the LTVN staff on a daily basis

* Overseeing the newscast on production night (Thursdays)

* Creating the newscast graphics list, finalizing the rundown and server (video and gfx)

* Communicating with the FDM production team

* Assisting reporters with developing content, editing and storytelling when needed

* Editing newscast scripts for clarity, precision, hook ledes and formatting

* LTVN Social Media postings

* Overseeing editing of newscast in post-production

* Producing and reporting 1-2 packages per month

* Producing 15-20 second topical promo each week on Wednesdays for message boards

* Collaborating with Executive Producer to train staff members on capturing video, tracking audio and editing

* Representing LTVN in communications with print editors, budget meetings, staff meetings and weekly content/feedback meeting with Director of Student Media

**LTVN Reporter (8-16 hours)**

The broadcast reporter creates news and feature videos for Lariat TV News, both in coordination with and independently of other coverage. They will shoot footage, conduct interviews and produce videos that enhance The Lariat’s print coverage. He or she will produce at least one video project every week. As necessary, the broadcast reporter will help train the staff on how to capture and edit video.

Duties:

* Attends Monday budget meeting
* Enterprises at least one video project/story every week
* Reports on campus news/features each week
* Conducts interviews on camera
* Shoots video and does standups (standups for news reporter only)
* Edits footage and prepares for Web

**Lariat Radio**

**Director (8 hours)**

The Lariat Radio director is in charge the weekly sports podcast “Don’t Feed the Bears” as well as play-by-play coverage of Baylor football, basketball and baseball. The director should be well versed in sports and be a charismatic speaker and astute analyst.

The director is also in charge of any additional podcasts or radio reporting created by The Lariat.

Duties:

* Attends budget meeting
* Works closely with Lariat sports desk to coordinate sports coverage and ensure cross-promotion across platforms
* Recruits radio talent
* Edits podcast