**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. 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 digital-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-in-chief also manages the print product and works closely with section editors to ensure that print coverage is distinct from daily digital content. The 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.

**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 and section editors
* 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 news 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 and is 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, app and social media. 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 and baylorlariat.com.

He or she will **daily 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 digital managing editor must have an understanding of search engine optimization, HTML, WordPress and possess/be willing to learn the skills for producing interactive graphics.

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
* Writes the Morning Buzz each night
* Updates the online archive on each print night
* Enforces goals and deadlines

**Copy Desk Chief (16 hours + $3,000 scholarship)**

The copy desk chief is in charge of the newsroom during print production nights. He or she oversees the page one editor and copy editor, 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.

The copy desk chief reports directly to the editor-in-chief.

Duties:

* 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
* Ensures page deadlines are met and the entire paper is uploaded by 10:30 p.m. to The Eagle
* Uploads PDFs to the Baylor University Digital Libraries folder
* Packages print PDFs each night for the digital managing editor to update the online archive
* Enforces goals and deadlines

**Social Media Editor (12 hours + $1,000 scholarship)**

The social editor will manage the Lariat’s social media — Facebook, Instagram, multiple Twitter accounts, app pushes — 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.

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.
* Monitors social media feeds for story ideas and for news of interest to Lariat readers.
* Works as a backup for digital managing editor as needed
* Evaluates social media analytics and participates in daily budget meetings

**Opinion Editor (16 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 digital managing editor and photo editor 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
* Responsible for one-on-one meetings with reporters and staff writers
* Enforces goals and deadlines

**Assistant News Editor (12 hours + $1,000 scholarship)**

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. **\*\* Must be available 1:30-4:30 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
* Monitors the Lariat email account
* Monitors the wire services and assigns localized stories as necessary
* 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
* 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 photo editor and 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(s) 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(s) 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 and designs the page(s) each day.

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
* Pushes content to the web
* Enforces goals and deadlines

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

The photo editor is responsible for leading the photo 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 photo 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 digital managing editor to supply visual content for The Lariat. The photo 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 photo 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 works closely with the social media editor to manage 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, baylorlariat.com and wcctv
* 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 photos
* Enforces goals and deadlines

**Staff Writer/Sports Writer (8-16 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
* Pitches stories to their respective editors each Wednesday night
* Writes at least four news/sports story per week (differs according to hours)
* Writes news, feature and in-depth stories
* Provides content for baylorlariat.com in a timely manner
* Is in constant communication with editors regarding daily coverage and upcoming projects

**Copy Editor (12 hours + $1,000 scholarship)**

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 (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.

**Graphic artist (8 hours)**

The graphic artist will work for both the Baylor Student Media sales and marketing department and the Baylor Lariat newsroom. The graphic artist must have strong artistic sensibilities and be well versed in Photoshop and Adobe Illustrator.

**LTVN job descriptions subject to change**

**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

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

* Producing newscast from booth

* Refreshing animation, graphics and overall look of LTVN
* Communicating with print photogs to get video for VOs each week

* Producing and reporting one special package per month

* Newscast distribution (WCCTV, website, YouTube) each Friday

* 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 Bruce Gietzen, Director of Student Media

**LTVN Managing Editor (12 hours + $2,000 scholarship)**

The Managing Editor will 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
* Managing reporter equipment inventory
* Creating the topical newscast tease for message boards on Wednesdays
* Overseeing the newscast production on Thursday nights (working with reporters editing/writing stories and creating graphics)

* Overseeing editing of newscasts on Fridays

* LTVN social media postings
* Producing and reporting 1-2 packages per month
* Representing LTVN in budget meetings when EP is not available, and also in staff meetings and content/feedback meeting with Mr. Gietzen
* Anchor/call weekly newscast as needed

**LTVN Reporter (8 hours)**

Broadcast reporters creates news and feature videos for Lariat TV News, both in coordination with and independently of other coverage. They will shoot video, conduct interviews and produce stories and packages for newscasts and baylorlariat.com throughout the week.

Responsibilities include but are not limited to:

* Attending Monday LTVN staff meetings and Lariat staff meetings
* Making at least two quality pitches per week for stories
* Enterprising a minimum of one package and one VOSOT every week
* Researching and maintaining knowledge of newsworthy events that affect the Baylor community
* Being able to shoot video, capture audio including interviews, write and edit stories
* Writing web stories as needed on assignments
* Anchoring newscasts as assigned depending on meeting quota (you must be available for at least one hour from 9 a.m. to 11 a.m. Friday mornings)

**Lariat Radio**

**Podcaster (Volunteer)**

Lariat podcasters are responsible for the weekly sports podcast “Don’t Feed the Bears” as well as play-by-play coverage of Baylor football, basketball and baseball. Podcasters should be well versed in sports and be a charismatic speaker and astute analyst.