

## **Baylor Lariat Job Descriptions**

\*any changes in Fall 2023 job descriptions/scholarships will be determined and communicated before job offers are made.\*

### **Editor-in-Chief (20 hours + \$7,000 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 staff 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. 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. It is the editor's duty to select a diverse board that encompasses many viewpoints.](#)

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
- Reviews digital analytics 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

### **News Editor (20 hours + \$4,500 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 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 afternoons on Mondays and Wednesdays (lab days). \*\***

Duties:

- Communicates with and provides daily feedback to 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

**Sports Editor (20 hours + \$4,500 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 beyond 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, LTVN executive director and LTVN managing editor 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. The sports editor is also in charge of the Don't Feed the Bears sports podcast.

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
- Posts daily to the Lariat's sports social media account
- 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 A&L section for the print edition

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 A&L page
- Pushes content to the web
- Enforces goals and deadlines

### **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
- Oversees the Lariat cartoonist
- 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 for The Lariat. He or she will manage 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 social media editor to supply visual content for The Lariat. The

photo editor will ensure 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.

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 assignments
- Is responsible for one audio slideshow per semester
- Compiles photo slideshows for Facebook and baylorldariat.com
- Ensures photos from weekend coverage are posted online immediately
- Creates infographics as necessary
- Writes thorough and compelling cutlines for all photos
- Creates weekly low-res slideshow for Waco city channel
- Enforces goals and deadlines

**Social Media Editor (16 hours + \$3,000 scholarship)**

The social media editor will manage the Lariat's social media — Facebook, Instagram, multiple Twitter accounts, app pushes — in coordination with section editors. They must be active and savvy users of social media on a daily basis. The editors will assess Lariat social media analytics daily to determine which stories/photos/videos/posts are getting the most traffic. The social media editor 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. He or she will be aware of trends in social media and adapt coverage accordingly.

Duties:

- Manage 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.
- Monitor social media feeds for story ideas and for news of interest to Lariat readers.
- Work as a backup for Morning Buzz as needed
- Evaluate social media analytics
- Participate in daily budget meetings

### **Web Editor (12 hours + \$2,500 scholarship per semester)**

The Lariat is seeking someone creative, confident, tech savvy and full of ideas to enhance our digital offerings. The web editor is responsible for maintaining baylorlariat.com and making it a dynamic, interactive experience for The Lariat's readers. In addition to ensuring the site is functioning properly each day, a primary task for the web editor is building creative, interactive pages for The Lariat's special sections.

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. Coding expertise preferred. Must be a self-starter who can thrive independently.

#### **Duties:**

- Evaluates the website each day to ensure it is functioning properly and content is displayed appropriately
- Works closely with section editors on special, interactive projects
- Designs online special sections and pages
- Creates interactive graphics
- Rewrites headlines for search engine optimization as necessary

### **Assistant News Editor (12 hours + \$1,500 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 the news editor is unavailable. **\*\* Must be available afternoons on Mondays and Wednesdays (lab days). \*\***

#### **Duties:**

- Communicates and provides feedback 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

**News Writer/Sports Writer/Arts & Life Writer (8-16 hours)**

Lariat news, sports and A&L 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. Sportswriters must be familiar with sports terminology.

**Duties:**

- Covers a beat
- Provides a weekly budget to their respective editors each Wednesday night
- Writes at least four news/sports/A&L stories per week (two for part-time writers)
- 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 (8 hours + 2,000 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. This position requires meticulous editing skills and the ability to manage page flow so printer deadlines are met. This person serves as the liaison between the newsroom and the Bryan-College Station Eagle, which prints the Lariat.

The copy editors are in charge of creating the Lariat's popular daily e-newsletter, The Morning Buzz, which is the primary driver of traffic to the Lariat website. Through solid news judgment, strong writing and creativity, the copy editors will strive to increase the Buzz's engagement rate with our audience.

**Duties:**

- Edits news copy for accuracy, spelling, grammar and AP style
- Pushes content to the web
- Writes and sends the Morning Buzz e-newsletter daily
- Strategizes with editor to improve content/effectiveness of the Buzz
- Ensures advertising placement conforms to sales agreement
- Employs creative methods to make the Buzz more engaging
- Designs news pages on print night
- Creates PDFs of all pages for the printer

- 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 editor to update the online archive

### **Photographer (16 hours)**

Lariat photographers 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 are responsible for taking daily wild art in addition to regular assignments. They will produce one audio slideshow per semester.

Duties:

- Shoots daily wild art and assignments
- Produces at least one photo story per semester
- Ensures photos from weekend coverage are posted online immediately
- Writes thorough and compelling cutlines for all photo

### **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 computer-generated 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 computer-generated art) as necessary.

## LARIAT TV NEWS JOB DESCRIPTIONS

### EXECUTIVE PRODUCER

20 hrs per week

\$4,000 Scholarship

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*The executive producer will report directly to the director of student media and be in charge of the overall production. The position has a significant role in developing the overall strategy of the LTVN broadcast. Additional responsibilities include but are not limited to:*

- Ensure the LTVN news content is aligned with the Lariat strategies & assignments
- Create newscast structure to comply with any third party agreements, including timing, formatting and breaks, and communicate clear expectations for delivery of newscast and special projects
- Represent LTVN in communication with Lariat print/digital editors, attend budget and marketing meetings, and participate in weekly content/feedback meeting with Director of Student Media
- Supervise LTVN reporters and staff
- Assign stories and enforce deadlines, and create Google doc for staff reference
- Conduct weekly LTVN staff meetings
- Make sure LTVN content is communicated to the Morning Buzz editor daily
- LTVN Anchor and editing schedules
- Final (3<sup>rd</sup>) edit approval on scripts
- Export newscasts and premier packages for WCCTV
- Create one package for newscast every 3 weeks
- Ensure video and packaged stories are saved on hard drive and servers respectively
- Collaborate with News Director on:
  - Interviewing and hiring staff members
  - Developing strategies for viewer engagement
  - Creating new animation for newscast open, close and sports
  - Manage reporter's story development, content, writing and pitches
  - Edit scripts for clarity, precision, good ledes, transcriptions and formatting
  - Create precise rundown with stacking based on news value and story quality
  - Train staff members on capturing video, recording audio, and editing in Premier
  - Approving reporter stories via text, after which reporter posts on YouTube



**NEWS DIRECTOR    16 hrs per week                      \$2,500 Scholarship**

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*The News Director will be responsible for the day-to-day operations of the LTVN staff and report to and work closely with the Executive Producer. The responsibilities include, but are not limited to:*

- Manage and communicate with LTVN staff on daily basis
- Oversee editing, composition and flow of the newscast on production night (Thursdays)
- Create the weekly newscast graphics list and finalize the rundown
- Produce Wednesday 15-20 second topical promo
- Manage postings on LTVN's Twitter, Facebook and Instagram (w/digital team)
- (2<sup>nd</sup>) edit approval on scripts
- Daily text communication with staff
- YouTube thumbnails and posting
- Organizing Camayak, including script and anchor read assignments
- Communicate with print photogs to secure pictures/video
- Export newscasts/stories for website and YouTube
- Create one package for newscast every 3 weeks
- Inform director of student media of needed equipment repairs
- Assist executive producer with:
  - Interviewing and hiring staff members
  - Developing strategies for viewer engagement
  - Creating new animation for newscast open, close and sports
  - Manage reporter's story development, content, writing and pitches
  - Edit scripts for clarity, precision, good ledes, transcriptions and formatting
  - Create precise rundown with stacking based on news value and story quality
  - Train staff members on capturing video, recording audio, and editing in Premier
  - Approving reporter stories via text, after which reporter posts on YouTube

**SPORTS DIRECTOR                      12 hrs per week                      \$1,000 scholarship**

- Oversee LTVN coverage of sporting events
- Schedule reporter assignments, including minimum of one people-based feature story for weekly newscast
- Submit credential list for week to director of student media by Monday at 4 p.m.
- Coordinate participation in weekly virtual press conferences
- Keep track of video drop boxes for highlights for multiple sports
- Approve scripts and stories
- Edit C block (sports) for newscast each week
- Ensure LTVN stories are completed, approved and posted within 3 hours of end of game
- Approve weekend stories and ensure posting on website and YouTube
- Archive highlights and file video on library drive and server in appropriate files
- Coordinate production of podcasts and radio broadcasts
- Communicate planned content with EP, news director and editors for budget meetings

**REPORTER / ANCHOR                      10 Hrs per week**

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 video stories that enhance The Lariat's print/digital coverage. Reporters will create at least one package story and one VOSOT every week. As necessary, the broadcast reporter will help train new reporters on how to capture and edit video and audio. Responsibilities include but are not limited to:

- Attends weekly LTVN staff meeting with 3 story pitches, and Lariat all-staff meeting
- Enterprises at least one video package and one VOSOT every week
- Reports on campus news/features each week
- Conducts interviews on camera or via zoom
- Shoots video and does standups (standups for news reporter only)
- Edits footage/stories and posts on YouTube after editor approval
- May be required to write story for website/digital
- Send info/video/pictures to news director for social media posting on day of story
- Assists with writing scripts and building graphics for newscasts
- Qualifies to be in anchor rotation when story quotas are met
- Maintains and is responsible for LTVN video equipment package, reporting any loss, damage or malfunction