



## News Reporter (TV or Radio)

**SALARY RANGE (2018):** \$54,000–\$119,000

I collect and analyze facts about newsworthy events and people through interviews, research, data analysis and observation. I'm employed by a TV station, but I produce stories across different platforms using video, text, photo galleries and more. My job is to tell people what's happening so they can make informed decisions as citizens. I pursue the truth by talking to diverse sources and communicate the news to my audience in a manner that's relevant to them. My reward is making a difference in my community and learning about a variety of issues.

**The Tip:** Your reputation is your currency. It takes years to build and can be ruined with one mistake. Remember this every day.

### PRIORITY KNOWLEDGE AND SKILLS:

Expert	Great at	Good at
<ul style="list-style-type: none"> <li>• Ability to develop a compelling narrative</li> <li>• Ability to develop evidence-based content</li> <li>• Ability to generate new approaches to familiar stories</li> <li>• Expertise in verbal and written use of language</li> <li>• Research</li> <li>• Visual and audio recording and editing</li> <li>• Ability to pitch ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Apply expertise in <b>media-focused subject areas</b> (current affairs, sports, entertainment, weather)</li> <li>• Link content with a <b>specific audience</b></li> <li>• Data analytics</li> <li>• Ability to create and edit content for digital applications</li> <li>• Apply deep understanding of media needs, practices and news cycles</li> </ul>	<ul style="list-style-type: none"> <li>• Production planning &amp; design</li> <li>• Manage projects</li> <li>• Execute a promotional strategy</li> <li>• Ability to monetize content</li> </ul>

### BUILDING BLOCK EXPERIENCES:

<p><b>Education &amp; Learning:</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Communication (broadcast media studies) with a minor in political science</li> <li>• Other education paths could include: A Bachelor of Communication majoring in journalism, with minors in creative writing, speech, economics, Indigenous studies or criminology, or a diploma in broadcast or media production from a college or technical institute</li> <li>• <i>Aim for the Heart: Write, Shoot and Produce for TV and Multimedia</i>, by Al Tompkins</li> <li>• Keeping up to date on local, national and international news</li> </ul>	<p>Being a broadcast news reporter today is challenging. I am highly motivated to bring news and facts to my audience quickly, so people can make informed decisions in their lives. I hold authorities to account for their decisions and I have researched my stories fully to ensure accuracy. To maintain a competitive advantage, I ensure I'm agile and can work across platforms, telling compelling stories regardless of the medium. I developed a formal education plan to deliver on this. Today, I focus on informal learning to ensure I understand current events and emerging trends and how they may impact my profession. Learning is core to my job every day.</p>
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<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Joined school radio station in first week at university. Hosted my own show in my first year; wrote and produced short newscasts. Used social media to promote my shows.</li> <li>• Joined the street team for a local country music radio station. Later promoted to work as a weekend news reader.</li> <li>• Took a full-time position after graduation as a video journalist in a northern community, where I shot, edited and voiced my own stories</li> <li>• Two years later I landed a position as a local radio reporter for the national broadcaster in a big city. The last few years I've spent a lot of time reporting from the courthouse and city hall.</li> </ul>	<p>In the media world, networks create opportunities. I knew this on Day 1 at university and wanted to ensure I used my time, both inside and outside the classroom, as an opportunity to gain experience, build my reputation and develop a portfolio of professional work. My time in the north taught me to be resilient and self-reliant, which has since defined my career.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Provided play-by-play for live-streaming of the university's basketball teams</li> <li>• Produced some videos for performers at a local dance studio</li> <li>• Active member of the Canadian Association of Journalists (CAJ) and the Radio-Television Digital News Association (RTDNA)</li> </ul>	<p>I love investigative journalism and I am an exceptional communicator. I made a difference and I learned so much. This made me a better professional.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• I enrolled in a field school in Mexico and produced a documentary on the punk music scene in Guadalajara with Mexican and Canadian classmates</li> <li>• This profession is highly competitive and requires mobility to progress. I have lived in three cities in 10 years. It is a lifestyle you need to embrace.</li> </ul>	<p>Exposure to diverse cultures, including my time in the north, reinforced my humility because it showed me the world is big and what I actually know is so small.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• I enrolled in a mentorship program and spent time with an alumna who offered lots of insight</li> <li>• I took opportunities to introduce myself to other broadcast reporters when I was out in the field on school news assignments</li> </ul>	<p>I know success as a reporter is about building strong relationships and networks. I do this by recognizing all relationships must be win-win. Being a reporter can involve long hours (early mornings, late nights and weekends), so I need to have strong personal relationships.</p>