

Vermont Public Radio

Job Title: News Producer/reporter – Morning Edition
Department: VPR News
Reports To: News Editor
FLSA Status: Exempt
Prepared Date: March 13, 2015
Approved By:
Approval Date:

SUMMARY

The Morning Edition Producer is responsible for supporting the Morning Edition Host in developing and presenting timely and creative regional news programming and integrating regional news seamlessly into ME. The producer helps to prepare scripts, promos and NPR segments. The producer also posts news stories and audio to the website, and mobile site. The producer also assures overall accuracy of the news programming. Each day the producer generates new ideas, schedules and pre-interviews guests for morning two-ways. The producer generates questions for and edits interviews with the host. The Morning Edition Producer arranges field interviews when possible. And the producer also generates news and feature content of her/his own. Minimum experience necessary: three years in a broadcast news operation.

ESSENTIAL ROLES

1. Morning Edition newscasts and interviews
2. VPR News and Projects
3. Online News Content
4. News and feature reporting
5. Participates in Membership Drive

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
Plan and execute regional news stories, interviews and sound for broadcast.	News presented in a manner that is easy for the listener to comprehend, fulfills need for information, and presents it in a way that meets NPR's core values.	Morning news stories and interviews challenge and surprise the listener by bringing them a new idea or view, or transports them to someplace new or familiar.
Follows NPR show clock, creates promos for national and local stories,	Promotes stories in advance, institutes programming techniques from the Morning Edition Grad School. Vertical and horizontal promotion represented appropriately.	Promotions encourage listeners to stay with VPR, creates a conversation about things heard, makes Morning Edition the must-listen place on the dial.
Has knowledge of broadcast rights and libel.	Determines when talent and materials releases are necessary and provides that instruction to staff. Understands fair use rules and applies them consistently.	Identifies critical situations that require analysis and provides input into decision-making. Acts as role model for other producers.

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Assures accuracy, fairness and balance of news content.	Edits news scripts with fairness in mind. Consistently fact-checks and sources questionable content. Assures that newscasts are consistent with public radio's core values and VPR's news standards and ethics. Strives to ensure different geographic areas of the state are regularly represented, as are different points of view.	ME newscasts are regularly recognized as a leading source of news for the state. The goal of producing "Tier 4" stories, consistent with NPR's goal of reporting stories with local meaning, is regularly achieved. Balances use of spots, interviews and readers in the newscast and helps ensure that reports are rich in sound, taking full advantage of the medium.
Arranges interviews and edits for broadcast. Pre-interviews guests, writes questions for host, briefs host on story.	Creates field interviews and series that engage listeners.	Two-ways are enterprising and engaging, moves news stories forward, allows listeners to have a new experience, or learn something new. Shares ideas with other producers.
Reports news and feature stories for the news department. Excellent broadcast writing skills.	Ability to report news in a timely fashion. Pieces move story forward, rather than simply state information. Stories and interviews include natural sound and conversational delivery.	Enterprising news stories, skillfully written that meet NPR standards. Writing engages listeners. Reporting wins awards.
Knowledge of region and VPR's audience. Ability to gauge which stories are of importance to listeners, and to stack a newscast.	Knows which stories will appeal to listeners, hits all regions of the state. Newscasts accurately portray most important news stories of the day.	Newscasts serve the state's listeners as a must-have source of news. Every newscast portrays interesting stories. Newscasts are recognized for depth and meaning.
Understand broadcast equipment in the term room. Understands automation of board. Checks other systems and VPR Classical automation. Understand EAS alert procedures.	Ability to troubleshoot problems, or call for assistance to keep station on the air. Can help host with board and problems with other systems. Ensures VPR Classical is broadcasting in early morning hours.	Acts as back-up board operator for Morning Edition. Operations Manger feels full confidence in the ability as board-operator.
Knows & understands operation of broadcast recording equipment and field equipment.	Capable of using standard field recording equipment to record quality field sound and interviews, and is able to use additional equipment such as mult boxes, shotgun microphones and cordless mics. Knowledgeable of studio equipment and able to record studio interviews, connect studios together by ISDN, and store and transfer	Relies on knowledge of equipment and sophisticated reading of field environment to record high-quality sound without assistance. Operates independently in VPR's studios, and is able to record interviews using a variety of audio sources and locations. Fully understands and uses VPR's audio server to transfer audio files, and keeps files well

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	audio files on VPR's server.	organized.
Coordinates interview topics and news stories with news editor and other producers, and keeps on top of local events to ensure timeliness of interviews. Meets with news department and news editor.	Is an integral part of the newscast department, works well with new editor. Anticipates upcoming newscasts and dayparts.	Other producers have a high level of confidence in my abilities to coordinate newscast throughout the day.
Produces other newscasts to assist department during vacations. Fills in for Online producer. Fills in as production assistant for Vermont Edition.	Helps other producers daily to ensure quality news program. Ability to help with various other tasks as necessary.	Can fill-in in news department easily where ever need. Becomes an essential member of the VPR News Department, acts as role model for other producers.
Prepares show rundown. Communicates with VP for News, News Editor, other producers to maintain flow of information in newscasts.	Thinks ahead to the next day to ensure that news stories move forward. Provides updates on previous news stories, anticipates upcoming events, stories of interest.	Produces segments that serve as a model for other staff. Encourages innovation in topics, techniques and approach to heighten the quality and uniqueness of VPR programming.
Gathers audio for show as needed, goes with host for on-site interviews as an audio engineer. Understands field recording.	Thinks of creative ideas for interviews and series. Masters field recordings and always returns with quality sound. Ensures excellent sound quality for interviews. Competent with several recording techniques and microphones.	Relies on knowledge of equipment and sophisticated reading of field environment to record high-quality sound without assistance. Operates independently in VPR's studios, and is able to record interviews using a variety of audio sources and locations. Fully understands and uses VPR's audio server to transfer audio files, and keeps files well organized to maximize server space.
Ability to use desktop-editing programs, AudioVault, in-studio recording, and field recording.	Full mastery of Vegas and other desktop editing programs. Mastery of audio vault. Becomes fully competent to engineer interviews in talk studio, by telos, or by ISDN connection.	Fully independent in recording interviews, editing and transferring files. Able to help other producers with audio questions.
Post news stories and audio in a timely fashion, posts to mobile website, creates pages and takes, finds photos for websites.	Keeps on top of web-page so it doesn't become stale throughout the day. Photos are of high quality, and area included with most news stories. Posts additional information that may be of use to readers. Is comfortable with the idea of being a "multi-media journalist" able to produce for air or Web, including	Ensures that web pages are attractively displayed in a timely manner with no typographical errors. Pages are rich in additional content, well-written and encourage repeat traffic to web site. Audience knows that VPR.net is an essential source for additional information

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	collecting audio, photos, video and other online elements.	beyond what is heard on-air.
Contributes to VPR fundraising as determined by Director of News.	Able to produce on-air pledge drive breaks for both VPR and VPRCL. Also produces feature reports for air during fund drive.	Ready to fill other roles in fundraising as needed. Shares creative fundraising ideas with producers.

EXCELLENCE IN THIS ORGANIZATION includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio. Volunteers financial support to public radio.
2. A high level of energy. An obvious enthusiasm for the work of VPR. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners connect with VPR.
5. Facilitating excellent communications across departments, among employees, with the Board, with the public, and with relevant national organizations
6. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
7. Effectively working to strengthen the public radio community nationally. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause.
8. Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively.

SUPERVISORY RESPONSIBILITIES

None

POSITION REQUIREMENTS

Education and Experience: Bachelor's degree and at least 3 years of relevant experience in reporting and/or producing, or equivalent. Field recording and experience in programming desired. Production skills, including desktop editing required. Knowledge of Northeast a plus.

Essential Skills: Excellent knowledge of journalistic principles, ethics and standards. In-depth knowledge of state, regional, national and international issues required. Excellent organizational, communications (written and verbal), and interpersonal skills required. Demonstrated ability to work

collaboratively. Ability to work under strict deadline conditions Technical aptitude, ability to learn new skills, and willingness to embrace new technology required. Strong computer skills a plus

Physical Demands: While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. Hearing is required. The ability to travel by driving is necessary. The work environment is both an office and studio and is usually quiet, but may vary substantially if individual is covering news events. Must be able to consistently wake up early in the morning, have reliable transportation, especially in winter. (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.