



Job Description VPR Staff Reporter

Job Title: VPR Staff Reporter
(Southern Vermont and Connecticut River Valley)
Department: News Department
Reports To: News Director
FLSA Status: Exempt
Date: Sept 2017

SUMMARY

Staff reporters are responsible for developing and reporting news and feature stories for broadcast and digital platforms in keeping with VPR's vision and purpose.

Stories may include breaking news, original reporting enterprise, investigative, features, and interviews on programs.

Reporters have a keen awareness of the appropriate presentation of stories on digital, broadcast and social media platforms, using the most effective means for the circumstances.

Reporters develop sources and expertise in specific areas of coverage, which provides credibility and trust by VPR audiences.

Reporters also pitch stories to NPR.

A mastery of a variety of skills is required for today's reporters, which includes: broadcast story-telling and writing; digital story-telling and writing; recording; mixing; photography; headline writing; and peer editing as needed.

ESSENTIAL ROLES

- Reports breaking news stories on deadline.
- Develops and produces meaningful in-depth enterprise stories and projects.
- Tracks developments in area of coverage.
- Participates in identifying and carrying out strategic plan outcomes for broadcast and digital audiences.
- Regularly uses social media to engage audiences around news topics.
- Diversifies sources.
- Flexes skills equally for broadcast reporting, digital reporting and community engagement.

KEY OUTCOMES

- Listeners and users are more informed and consider VPR essential to their lives.
- People see and hear themselves in our content; VPR is seen as inclusive and participatory.
- Government is held accountable to the people because of our work.
- The hidden and unknown are revealed.
- People experience more civility in democracy.
- Communities are better off as a result of our work.
- The least powerful feel that their voices are raised.

ESSENTIAL RESPONSIBILITIES

Essential Responsibilities	Outcomes
Reports compelling news, enterprise and feature stories on deadline.	Listeners and users rely on VPR for the essential news of the day and the meaningful news of our time.
Reports project and series journalism on relevant topics.	VPR is distinguished by its in-depth reporting, and listeners and users look to VPR to seek out and provide coverage that has impact. Listeners value VPR for providing a meaningful presence in the moment.
Has strong knowledge of strategic plan and actively incorporates the plan into short- and long-term planning.	Stories regularly reflect the vision, purpose and initiatives of the strategic plan.
Uses and values with equal ability, broadcast and digital skills to produce for various platforms. This includes reporting and writing, audio production, posting content in VPR's CMS, strong headline writing, photography, AP style and peer copy editing. Adheres to VPR's SOPs for digital workflow and production and seek out opportunities to improve their skills.	Users find VPR content where they want it and when they want it.
Uses social media effectively to engage with users about VPR content. Reporters interact with audiences, cultivate new sources, break news and add value to people's social media experience.	Users have a "whole media" experience with VPR and engage with our reporters and with our content.
Regularly seeks out, incorporates, and tracks diverse voices in news content.	Voices of real people are heard regularly in stories and interviews.
Ensures that journalistic standards, accuracy, and ethics are upheld.	Listeners and users perceive VPR as a model of journalistic integrity.
Regularly participates in on-air two-way interviews with VPR hosts. Conveys the subject matter convincingly and clearly with enthusiastic delivery that displays interest and passion. Brings institutional knowledge to the conversation and expands the scope of the interview.	Listeners and users value the insight of VPR reporters and rely on them for the truth.

Tracks developments in assigned topics and beats.	Is seen as an expert in the field of reporting and trusted to explore the whole story.
Embraces VPR culture and processes, understands and values the work of other departments.	VPR is an example of non-profit organization collaboration.
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.
Seamlessly participates in various desks or partnerships (eg: podcasting, investigative, NENC, NPR) as needed	VPR news and feature content serves the right audience at the right time in the right format and place.
Participates in station fund-raising activities as needed.	Regularly contributes to successful fund raising efforts. Understands and effectively plays appropriate roles.
Consistently acts with the highest standards of journalism, business ethics, and personal integrity.	Adheres to appropriate codes of integrity and station policies.
Supports VPR' Brattleboro studio as needed to assist program guests or commentators.	Voices of people from Southern Vermont are heard in VPR content.
Involved in ongoing professional development for the benefit of VPR.	Attends conferences and seminars when appropriate and feasible.

EXCELLENCE IN THIS POSITION

In addition to the above outcomes, excellence also includes the following:

1. A high level of commitment and dedication to the mission vision of VPR and public radio. Involved in ongoing professional development for the benefit of VPR.
2. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
3. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR.
4. Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
5. 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.
6. Expressing consistent, high performance expectations for themselves, the program, their department, VPR's leadership, and VPR. With staff: helping them develop a high level of commitment to their mission and excellent teamwork. Helping develop employee skills and abilities, mentoring well, and helping employees realize their professional goals. To the extent possible, helping develop the next generation of leadership at VPR and creating a viable succession plan for their department. Attracting and retaining great employees.
7. 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.

POSITION REQUIREMENTS

Education and Experience: Three years' experience in broadcast and digital news.

Essential Skills: Knowledge of journalistic principles, ethics and standards. In-depth knowledge of state, regional, national and international issues required. Knowledge and use of broadcast and digital platforms and technology. Excellent organizational, communications (written and verbal), and interpersonal skills required. Demonstrated ability to work alone and collaboratively. Ability to work under strict deadline conditions.

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 15 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. Hearing is required. The ability to drive long distances in snowy condition in rural and hilly areas is essential. The work environment is usually an office and is usually quiet, but may vary substantially if individual is covering news events. (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.