

**Vermont Public Radio Job Description  
Producer, *Vermont Edition***

**Job Title:** Producer, *Vermont Edition*  
**Department:** VPR News  
**Reports To:** Managing Editor of *Vermont Edition*  
**FLSA Status:** Exempt  
**Date:** July 2017

**SUMMARY**

Responsible for producing high-quality broadcast, on-demand and digital content for the daily regional news magazine *Vermont Edition*.

Follows the guidelines set by *Vermont Edition*'s managing editor, as well as the program's mission and the best practices of public radio talk shows.

Conceptualizes and creates program segments designed for broadcast and digital audiences. Brings emphasis to new audiences, real people, diverse guests, audience involvement and shareable content.

Has keen understanding of news and issues, both regional and national.

**ESSENTIAL ROLES**

- *Vermont Edition* daily broadcast and digital production.
- Scriptwriting, editing and production of *Vermont Edition* segments.
- Supporting the program's social media promotion and audience engagement.
- Providing *Vermont Edition* content to newscasts.

**KEY OUTCOMES**

- Listeners and users are more informed and consider *Vermont Edition* essential to their lives.
- *Vermont Edition* is an "on ramp" for further learning about topics important to audiences.
- The program, program segments and digital content are shared by audiences.
- *Vermont Edition* contributes to respectful discourse.
- Audiences are engaged; people see themselves in our programs.
- People experience joy from listening.
- Communities are better off as a result of our work.

## ESSENTIAL RESPONSIBILITIES

<b>Essential Responsibilities</b>	<b>Outcomes</b>
Produces daily segments for <i>Vermont Edition</i> .	Vermont Edition is recognized as consistently executing high-quality programs. The produced segments are well-organized, timely and thought-provoking. The program significantly contributes to Vermont's discussion of critical public policy issues.
Prepares for program's on-air broadcast. Edits scripts, instructs call screener, writes rundown, prepares director for broadcast components, ensures that studio(s) are booked and connected for broadcast. Maintains productive, focused atmosphere in Master Control. Assists program host in live interviews and selecting listeners' phone calls and comments for air.	Line production of the program follows seamlessly from preparation to broadcast, with all members of the production team well informed and fully prepared for the broadcast. Instructions and changes are communicated and executed flawlessly. The technical production of the program meets the highest standard.
Generates ideas for program, researches segments, plans coverage, selects guests and plans interviews. Uses news tape, field recordings and music to enhance program segments. Writes scripts as needed. May perform as talent and carry out other on-air work as needed.	Segments are of high quality. Shows demonstrate innovation in topics and technique. <i>Vermont Edition</i> is recognized as unique and innovative program.
Produces live interviews.	Live interview segments make the best use of the guests' expertise and the available callers and emails; listeners hear a cohesive interview that is a model for talk programming.
Fully committed to journalistic accuracy, fairness and ethics.	<i>Vermont Edition</i> and VPR are viewed as models of journalistic standards and ethics.

Edits sound for broadcast using audio production software.	Skillful, innovative use of sound consistently enhances broadcast quality and listener engagement. Audio is expertly edited for air.
Prepares promotional materials for <i>Vermont Edition</i> episodes.	Well-written, creative on-air promos and social media content generate interest in upcoming programs.
Guides call screening.	Call screener is well-prepared for his/her role and is able to identify best callers for a given segment. Producer gives reliable advice and support in dealing with difficult or inappropriate callers.
Produces online content for <i>Vermont Edition</i> .	Web pages provide news value, are attractively displayed and generate listener interest in the program. Pages are rich in additional content, well-written and encourage repeat traffic
Produces audio for evening rebroadcast of <i>Vermont Edition</i> , as well as for the show's digital posts and for distribution in podcast feeds and NPR One.	The sound quality of the rebroadcast and podcasts meets standards of excellence.
Assesses program quality. Listens to the day's program and contributes constructive criticism during the debriefing. Offers suggestions for how to improve future programs.	<i>Vermont Edition</i> improves based on the experience of producers and constructive analysis of past programs.
Producer uses strong news sense to generate newscast stories from the program.	Stories underscore <i>Vermont Edition's</i> role in presenting Vermont news, excellent use of sound, and superlative writing. Stories generated by <i>Vermont Edition</i> are a frequent and high-quality component of VPR newscasts.
Has knowledge of broadcast rights and libel.	Determines when release forms are necessary. Understands Fair Use rules and applies them consistently.

Participates in station fundraising activities as needed.	Regularly contributes to successful fundraising efforts. Understands and effectively plays appropriate roles in Pledge Drives. <i>Vermont Edition</i> team is an active and helpful part of station fundraising efforts.
Consistently acts according to the highest standards of journalism, business ethics, and personal integrity.	<i>Vermont Edition</i> and VPR employees are seen as above reproach.
Involved in ongoing professional development for the benefit of <i>Vermont Edition</i> and VPR.	Attends conferences and seminars when appropriate and feasible. Brings back insight to <i>Vermont Edition</i> and to the wider station, and is comfortable serving as a resource for other members of the team.
Uses social media effectively to engage with audiences about <i>Vermont Edition</i> content. Interacts with audiences, cultivate new sources, breaks news and adds value to people's social media experience.	Users have a "whole media" experience with <i>Vermont Edition</i> and engage with our reporters and with our content. Users perceive <i>Vermont Edition</i> is wherever they need it and they are drawn to content through social media.

### **EXCELLENCE IN THIS POSITION**

Excellence also includes the following:

- A high level of commitment and dedication to the mission vision of VPR and public radio. Volunteers personal support to public radio.
- Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
- Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners and donors connect with VPR.
- Facilitating excellent communications across departments, among employees and with the public. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
- 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.

- Expressing consistent, high performance expectations for themselves, the program, their department, VPR's leadership and VPR.
- Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers and ensure excellent communication and teamwork among departments

## **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 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 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. Hearing is required. The ability to travel, both by driving and flying, is necessary. 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.*