

Multi-platform journalist

emphasis on ____

Date ____

Work week:

Overview: The York Daily Record is not a newspaper. A newspaper is merely a platform we use to serve our community. As is the web. And a blog. And a smartphone. You will work fluidly on all of these platforms and more as we strive to be the No. 1 source of news and information in York County.

Brief description

(Of the beat)

Key areas to be looking for in all your stories

Expectations

Breaking news/Web: Always be thinking Web first on all of your breaking news items. Our philosophy: When we know, the reader needs to know it.

Competition: For website and print copy, the reporter is expected to cover the beat and report news on that beat before the competition.

Blogging: You are responsible for a minimum of 5 blog items a week.

Facebook and other social media: You are responsible for helping to maintain any assigned YDR Facebook page, assigned Twitter accounts and updating our content management system.

Innovation: We are always looking for fresh ideas for both the print and web.

Art assignments: You are responsible for at least two art packages a week for Money and More. This will also include video, graphics and possibly taking photos and video on your own. You need to coordinate with the photo department on all photo assignments.

Beat checks: The reporter is expected to conduct regular beat checks, whether they are weekly, daily or monthly and keep a log of those checks and maintain a schedule for your work responsibilities. Chat up sources regularly for story ideas.

Daily stories: You need to be initiating and executing at least one story a day for print and Web stories on your beat.

Consider alternative story forms in your coverage. For example: Does a quote rail work best? What about a Q & A? How about pursuing a by-the-numbers?

Briefs: You are responsible for two briefs daily. Two web updates daily. They should mostly be initiated by you, but also will be assigned by the business editor.

Smart: You are responsible for at least three Smart stories each year.

Weekly budgets: You are responsible for filing a weekly story budget of ideas that you plan to work on that week. In that budget include daily and long-term ideas/projects.

Goals

- Each story needs a layer, such as a breakout, online component, list, etc.
- Read the newspaper, all of it, every day.
- Read the YDR website every day, searching for stories, links and blog ideas.
- Check out the competition: The Dispatch, Central Penn Business Journal, Patriot News, Baltimore Sun, Washington Post, New York Times, Washington Times, etc.
- Check out what other websites and blogs are doing.
- Mine the wires for story ideas.
- Mine social media for story ideas.
- Be the No. 1 source of news and information for your beat.
- Write for the reader, not for your sources.