



Transmedia News Reporter

SALARY RANGE (2017): \$54,000–\$119,000

I collect and analyze facts about newsworthy events and people through interviews, data analysis and observation. I produce stories across different mediums from print to online video to photo gallery slide shows. 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:

| Job-Specific Skills | Job-Specific Knowledge | Core Transferable Skills |
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| Be an expert in the following job-specific skills: <ul style="list-style-type: none"> ● Pitching original story ideas ● Ability to identify target audiences ● Ability to develop a compelling narrative ● Ability to develop an evidence-based story ● Conducting secondary research ● Ability to conduct qualitative research ● Ability to conduct quantitative research ● Ability to curate third-party content ● Ability to use specialized communications and design technology ● Ability to drive content across media channels | Be an expert in the following job-specific knowledge areas: <ul style="list-style-type: none"> ● Knowledge of political structures (e.g. city hall, education and the health care system) ● Deep knowledge of human behaviour ● Broad expertise in current events ● Ability to link content to audience ● Expertise in use of language | Be an expert at all core transferable skills: <ul style="list-style-type: none"> ● Thinking skills ● Communications skills ● Organizational skills ● Interpersonal skills ● Technical literacy |

BUILDING BLOCK EXPERIENCES:

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| Education & Learning: <ul style="list-style-type: none"> ● Bachelor of Communications (journalism) with a minor in creative writing, economics or science ● Certificate in video production from local college ● Completed a course from the University of | Being a news reporter today is challenging. I am highly motivated by bringing news and facts to my readership so they can make informed decisions in their lives. I hold authorities to account for their decisions. To maintain a competitive advantage, I ensure I am agile and can work across media platforms. I developed a |
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| <p>New South Wales on Transmedia storytelling via Coursera.</p> <ul style="list-style-type: none"> Investigative reporting is evolving rapidly, but my favourite book remains the classic <i>All the President's Men</i> and <i>Spotlight</i> is one of my favourite films Gerard Ryle's Ted Talk on the Panama Papers and investigative journalism is inspiring | <p>formal educational 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> |
| <p>Employment Experiences:</p> <ul style="list-style-type: none"> Joined school newspaper in first week at university. Wrote 12 articles in my first year and shot and edited video for half of them. Did an internship at local community newspaper. Hired for two summers while in school. Hired as a digital media specialist with local TV station. Promoted to on-air news reporter. I am a passionate photographer and generate \$200 per month in iStockphoto revenue | <p>In journalism, networks create opportunities. I knew this on day one at university and wanted to ensure I used my time, both inside and outside the classroom, as an opportunity to gain experience and build my reputation as a reporter.</p> |
| <p>Community Experiences:</p> <ul style="list-style-type: none"> Editor of school newspaper while in university. Remain an alumni mentor. Active member of the Canadian Association of Journalists | <p>I am passionate about investigative journalism and I am an exceptional communicator. I leveraged these two assets to volunteer with a capital fundraising campaign for a community health foundation. I made a difference and I learned so much. This made me a better professional.</p> |
| <p>Contextual Experiences:</p> <ul style="list-style-type: none"> I did a semester in France in university to refine my French. I have travelled to 17 countries in 10 years. Travelling is an education. This profession is highly competitive and requires mobility to progress. I have lived in four cities in 10 years. It is a lifestyle you need to embrace. | <p>Exposure to diverse cultures reinforced my humility because it showed me the world is big and what I actually know is so small.</p> |
| <p>Relationships:</p> <ul style="list-style-type: none"> To succeed as a reporter you need to have a reputation and respect amongst your sources. I invest in building social capital every day. I built an active mentoring team when I was in university. My spouse is my best friend. They are my greatest support and champion and have been flexible as my career progresses. | <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> |