

Socials—*PBS NewsHour Northwest* Job Descriptions

Managing Editors

Responsibilities

Bottom Line

- Ensuring that the project is completed on time

Other Responsibilities

- Achieving balance in content
- Ensuring content is based on evidence
- Ensuring there is photo, graphic, or video content with each contribution
- Coordinating efforts among different departments
- Helping problem-solve with other departments and with individuals and groups
- Delegating others to help where and when needed
- Creating agenda for meetings
- Running meetings

“Not My Job”

- Doing your work for you
- Putting up with attitude

Key Attributes

- Persistence
- Kindness
- An eye for the big picture
- The ability to ask questions rather than give answers
- Bold decision-making when consensus is not possible

Technical Directors

Responsibilities

Bottom Line

- **Creating and finalizing all web and video content**

Other Responsibilities

- Find ways to match available tools to a good approximation of the *PBS NewsHour* format
- Help others develop their skills in relation to website creation
- Help problem-solve as needed
- Work in close coordination with the Departments of Realness and Aesthetics
- Respond in a timely manner to requests or directions from the Managing Editors
- **Coding:** making all final changes to website
- **Video:** leading the production of the video episode

“Not My Job”

- Doing it for you
- Magically solving all problems in the flash of an eye

Key Attributes

- Patience
- Kindness
- The ability to explain complex technical instructions in simple, clear terms
- An interest in continuing to expand knowledge of technical matters

Director of Aesthetics

Responsibilities

Bottom Line

- Helping ensure the website is aesthetically pleasing

Other Responsibilities

- Taking Final Artist Moments with each contribution and the website as a whole
- Working closely with the Technical Director (Coding) to affect final changes
- Being available for all staff to ask, “What do you think?” and then offering clear, constructive feedback
- Organizing assistants to accomplish the above in an efficient, timely manner

“Not My Job”

- Doing it all
- Having to do it all at the last minute because you weren’t able to manage your time well

Key Attributes

- An eye for meaningful detail
- Kindness
- The ability to focus intensely for short periods of time
- The ability to delegate responsibilities to assistants

Directors of Depth

Responsibilities

Bottom Line

- Ensuring all contributions have attempted to bring depth and complexity to their work

Other Responsibilities

- Meeting with all staff members once at the beginning of the process to discuss and help brainstorm how they are focusing their work around depth and complexity
- Meeting with all staff members once after first drafts are completed to give feedback on the use of depth and complexity in their work and help brainstorm as to how to go deeper and further

“Not My Job”

- Doing all the thinking for you
- Meeting with you before you have made your best attempt to think how you are using depth and complexity in your work

Key Attributes

- Critical thinking skills
- The ability to ask “why” and “how”
- Kindness
- Clarity of communication

Directors of Realness

Responsibilities

Bottom Line

- Ensuring that the website is a close approximation of the *PBS NewsHour* site

Other Responsibilities

- Liaising with the Managing Editors to find out what kinds of content will be used after final decisions are made by staff members
- Clearly communicating to staff members aspects of “realness” that they need to be mindful of when creating their contributions
- Working closely with the Tech Directors and the Director of Aesthetics to facilitate a close approximation of the *PBS NewsHour* site once final drafts have been submitted

“Not My Job”

- Making the changes for you
- Having to tell you more than twice

Key Attributes

- Observation skills
- An eye for meaningful detail
- Kindness
- Clear communication

Department of Encouragement

Responsibilities

Bottom Line

- Ensuring every staff member feels valued

Other Responsibilities

- Helping people feel good about their work
- Lifting people up when they are feeling down
- Motivating people to put in their best effort

“Not My Job”

- Fixing your problems
- Dealing with eyerolls

Key Attributes

- Positive attitude
- Observation skills
- Knowing when to say something and when not to say something
- Eye contact
- Compassion
- Pro-active kindness

Copy Editors

Responsibilities

Bottom Line

- Minimizing mistakes in conventions on the website

Other Responsibilities

- Helping staff members recognize and correct errors in conventions in their work
- Making time for proof read all final drafts
- Providing marked up final drafts to staff members in a timely manner so that they can make changes to their final copies in time for submission
- Enlisting assistants, if and when needed, for the above

“Not My Job”

- Making sure you took my advice

Key Attributes

- Focus
- An eye for detail
- An interest in the power of words and punctuation
- An admiration for The Comma Queen

All Staff Members

Responsibilities

Bottom Line

- Submitting proofread final copies of work, with a strong attempt at depth, in a timely manner

Other Responsibilities

- Being focused on the work during meetings and work blocks
- Increasing skills in relation to the creation of web content, including video when appropriate
- Work respectfully with all department members and other staff members
- Coordinate support from departments in a timely manner
- Submitting work you are proud of
- Do nothing you cannot defend
- Cover, write, and present every story with the care you would want if the story were about you
- Assume there is at least one other side or version to every story.
- Assume the viewer is as smart and caring and good a person as you are
- Assume the same about all people on whom you report
- Assume personal lives are a private matter until a legitimate turn in the story mandates otherwise
- Carefully separate opinion and analysis from straight news stories and clearly label them as such
- Do not use anonymous sources or blind quotes except on rare and monumental occasion—no one should ever be allowed to attack another anonymously

“Not My Job”

- Doing your work for you
- Being flexed upon
- Making your job difficult

Key Attributes

- Focus
- Critical thinking
- Problem-solving
- Clear communication
- An ability to keep the teeter-totter balanced between work and socialization
- Taking pride in one’s work
- Kindness