



PBS39 Job Description

Title: PBS39 Reporter/Multi-Media Journalist (MMJ)

Last Revision Date: 1/2019

Department: PBS39 Reporter Corps

Reports To: Managing Editor

PBS39 is looking for highly motivated and talented journalists to join what is a growing and award-winning news team that is unlike any in the Philadelphia market (DMA 4).

ORGANIZATION BACKGROUND

- **PBS39** is more than just Sesame Street and Arthur. We are a 50-year young non-profit located 90 minutes from Manhattan and 60 minutes from Philadelphia in the rapidly growing Greater Lehigh Valley of Pennsylvania. Our broadcast signal reaches 12.4M from upstate New York to Cecil County, MD and from Staten Island, NY to Harrisburg, PA. Our focus is on the counties that make up the Greater Lehigh Valley and their 3M+ residents. In 2018 we launched our flagship PBS39 News Tonight which airs at 6:30 and 11pm and which has returned local news journalism to what had been a growing news desert. In addition to news, we produce seven weekly programs, assorted special events and documentaries -- including English and Spanish language programs. PBS39 is a place where journalists at all levels can grow and prosper and achieve the goals they set when they first entered the industry.
- **PBS39** journalists focus on quality and substance over story quotas and aren't held to package time limits ubiquitous at most broadcast news organizations. PBS39 journalists speak and practice community journalism with an emphasis on solutions and accountability journalism. A PBS39 Reporter/MMJ will cover a wide range of subject matter, exploring the 'how' and 'why' of an issue and putting complex stories into context for diverse audiences — always aiming to tell the local stories that aren't being told elsewhere.
- **PBS39** Reporters/MMJs must be versatile and steady under deadline pressure as they find compelling community stories and exercise strong social media skills, using those particular platforms as an extension of their work. They must be able to efficiently shoot and edit their work.

EXPERIENCE NEEDED TO QUALIFY FOR THE POSITION

- At least two years of on-air experience in television news journalism with a proven track record of developing and producing content for multiple platforms.
- Must be a positive, creative and forward-looking thinker.
- Must have excellent interpersonal, analytical, critical thinking and organization skills.
- Must have strong written communication skills.

MAJOR JOB RESPONSIBILITIES

- Work with the Managing Editor and Executive Producer to develop and implement a regular, reliable multi-platform content plan.
- Research, conduct interviews, write, shoot and edit in-depth stories for broadcast, radio and digital platforms.
- Respond to breaking news as needed.
- Work a beat and pitch and produce stories with impact.
- Able to work early morning, evening and/or weekend hours depending, when demanded, by news coverage or other editorial responsibilities. And must be able to work within assigned deadlines.
- Must have strong on-camera skills.
- Must have strong shooting and Premiere editing skills.

KEY FUNCTIONS

- Contribute to departmental projects and planning, including story ideas, record keeping and assisting news interns.
- Participate in station activities including fund drives and community events.
- Develop a community presence outside of on-air work.
- Must have the desire to work in a creative, demanding, competitive environment.
- Application of high journalistic standards and news judgment.

OTHER JOB RESPONSIBILITIES

- Perform other duties as assigned.

MINIMUM DEGREE/TRAINING REQUIRED TO PERFORM POSITION'S RESPONSIBILITIES

- Bachelor's degree in Journalism or related field or comparable television work experience preferred.

WORKING CONDITIONS

- Office hours scheduled but flexible.
- Must be able to work longer hours as well as weekends when requested with short notice.

To apply:

No phone calls, please.

Send via email to: wlvapplicant@wlv.org

Cover Letter

Resume

Salary Requirements

References

Link to demo reel

Include **Reporter/Multi-Media Journalist** in subject line.

PBS39 is an equal opportunity employer.