

A2 LEVEL

FACT FILES

Journalism

For first teaching from September 2013

For first AS award in Summer 2014

For first A Level award in Summer 2015

**Roles in Cross-Platform
Broadcast Journalism**



journalism

in the Media and Communications Industry (JMC)

Roles in Cross-Platform Broadcast Journalism

Content

Demonstrate the knowledge and understanding of the following roles in cross platform print, broadcast and online journalism

There are a number of key roles within journalism and the production of content that are common across the media platforms of print, broadcast and online.

Role	What they do
 <p>Editor</p>	<p>The editor of a television or radio broadcast, or an online or print publication is the person responsible for the final produced content. They have a large decision-making role in approving the produced content for publication or broadcast.</p> <p>They often determine the requirements for the content, directing the journalists and reporters to the specific stories and events.</p>
 <p>Sub editor</p>	<p>Sub-editors in print and online publishers are journalists responsible for ensuring that the tone, style and layout of the final copy matches the publication's house style and is appropriate for the target market. The work involves reviewing content to ensure that it is grammatically and factually correct and reads well. They also specify the layout and design requirements.</p> <p>They often require technical skills in software such as InDesign and Quark for print, and content management software for online publications.</p> <p>In broadcast, they are involved with editing the audio and video in packages to be broadcast as part of news bulletins and factual programming.</p>
 <p>Reporter</p>	<p>A reporter is a journalist who covers a story at a specific event and files the copy or audio-visual content back to the sub-editor.</p> <p>This role involves tasks such as interviewing people, note-taking and script or copy-writing. For written outputs, the reporter will write the story and file the copy back to the sub-editor. In broadcast and online multimedia platforms, the reporter will do the piece to camera introducing the story and then, once back in the studio, will record a voice-over to accompany video footage or audio foley for a radio broadcast.</p>

<p>Researcher</p> 	<p>A researcher carries out the necessary background research and fact-finding required for reporters or presenters to develop the story into a written or multimedia report.</p>
<p>Photographer</p> 	<p>A photographer produces the still images for a print or online publication.</p> <p>They often accompany reporters on location and carry out photography which may be staged or posed to illustrate a story, or may be taken to document the actuality of a situation, such as sports photography and covering live news events.</p> <p>Photographers will often bring laptop computers with mobile internet connectivity to edit their photographs on location and transfer back for print design or immediate publishing online.</p>
<p>Producer</p> 	<p>In broadcast journalism, a producer is the manager responsible for the creation and delivery of the content and broadcast.</p> <p>While the editor is responsible for the journalistic content and production style, the producer is responsible for ensuring all the appropriate technical functions are in place, allocation of job roles to technical specialists and ensuring deadlines for broadcast are met.</p>
<p>Presenter</p> 	<p>A presenter in broadcast media is the main on-camera or on-air person who introduces the various features and content in the broadcast programme. They will provide the links between audio or video packages and will often be the reporters themselves.</p> <p>The style of presentation will be appropriate to the target audience, either formal or informal and the presenter will normally be strongly associated or identified with the content of the programme.</p>
<p>Anchor</p> 	<p>The term 'anchor' is generally applied to news and sports live broadcasting where they are the person reading the news items linking to different reports and segments. They are generally not associated with the specific news or genre content but have an identification as the face or voice of the programme.</p>
<p>Camera operator</p> 	<p>A camera operator is responsible for operating the specific video equipment for television broadcast or online video.</p> <p>In a live television situation, the camera operator will normally be part of a team of operators led by a director who will communicate the requirements to the operators. Other crew such as vision mixers will carry out the technical functions required to transmit the broadcast image decided by the director.</p> <p>In location filming, there is usually a single camera operator working with a reporter and sound crew. In this case the camera operator will make decisions on composition, camera position and movement. They will be responsible for ensuring the content is recorded onto the appropriate media.</p>

Sound technician



A sound technician is responsible for the selection and deployment of sound recording equipment in a broadcast or recording situation, and will ensure the sound is recorded correctly.

In the studio, the sound technician can also be responsible for audio editing and mixing soundtracks.

Graphic designer



A graphic designer is a creative specialist skilled in the visual presentation of print or online content. They will develop house styles and layouts and are responsible for creating the print or web product.

In television, a graphic designer will be responsible for on-screen content such as idents, channel logos and captions.

Photograph sources:
Editor, Subeditor, Researcher, Photographer, Presenter, Anchor,
Camera operator, Sound technician - iStock / Thinkstock.com
Reporter - Photo.com / Thinkstock.com
Producer - Stockbyte / Thinkstock.com
Graphic designer - Lifesize / Thinkstock.com

