

ARRAY101

Never Stop Learning

Fair and Balanced? Media Bias & Data Analysis

Career Descriptions

Below is an outline of the roles in a typical media organization. You will need to select one or more of these roles based on your team size.

News Director (ND) (source)

Think of a news director as the manager of your team and the key decision-maker when it comes to the news you produce. If your team has a disagreement on what news to share or how to present the news, it's the news director's final call. If you enjoy facilitating ideas and steering a team of people, then consider this role.

If you did this job in real life you'd have the following responsibilities:

- Lead and manage the planning, production and presentation of news
- Supervise the news department staff
- Report to the general manager / program director and work in cooperation with station leadership and staff to support the station mission
- Help define and maintain ethical, editorial, artistic and technical standards for broadcast news programs
- Assist with news programming decisions and news operations
- As the station's top news authority, is responsible for the journalistic integrity of all station activities and platforms
- Protect the journalistic integrity of all station activities and platforms

Career Descriptions

News Producer ([source](#))

Think of a producer as the person responsible for the creation of your final media piece, including hitting your deadline. Producers keep track of the creation of all the elements involved (script, graphics, video, sound) and make sure they come together at the end. A producer may also be responsible for editing it together. If you are organized and comfortable with digital media tools (such as video editing), then consider this role.

If you did this job in real life, you'd have the following responsibilities:

- Construct a newscast using graphics, voice-overs, video and sound
- Build a 'flow' to the newscast after stories have been assigned to journalists
- Be prepared to write stories and edit videos
- Keep in touch with crew members in the field and stay informed on how stories are progressing
- Sit in the control room next to the director during the newscast
- Accurately time the newscast while communicating with the crew

Career Descriptions

News Anchor ([source](#))

Think of an anchor as the talent who presents your final media pieces. They will also work with your writer on the final script. If you are passionate about the news and comfortable performing in front of others, then consider this role.

If you did this job in real life, you'd have the following responsibilities:

- Present stories on radio and television news broadcasts
- Introduce reporters' taped and live reports
- Analyze and select stories and interview guests
- Be prepared to broadcast from remote locations
- Understand how to use social media

Data Analyst ([source](#))

Think of the data analyst as the person responsible for delivering the data and visualizations needed for your stories. Everyone on your team will work through the intro to [data analysis exercises](#) but the data analyst will go deeper to deliver the final elements needed. If you are comfortable using computers to analyze data and create charts and graphics, then consider this role.

If you did this job in real life, you'd have the following responsibilities:

- Scrutinize information using data analysis tools and models
- Use results from raw data to identify various facts and trends that will help clients make important decisions
- Assess the quality of data and remove corrupted data
- Find meaning in the data
- Prepare reports based on analysis of the data

Career Descriptions

Writer/Journalist (source)

Think of the writer or journalist as the person who will help shape your stories and write the final script for your media pieces. If you enjoy writing, then consider this role.

If you did this job in real life you'd have the following responsibilities:

- Use information on current events to write news stories
- Create stories for a newspaper or news broadcast using facts from data, interviews, public records, or other journalists and reporters
- Merge information from different sources into a single, coherent story
- Develop strong writing and organizational skills

Other relevant careers

- Camera person
- Copy writer
- Graphic designer
- Researcher
- Fact checker
- Art director
- Video editor
- Sound engineer
- Still photographer
- Lighting Designer

Journalist Code of Ethics (simplified) [\(full list\)](#)

ACCURACY: Verify all facts and the identity of your sources. If you make a mistake correct it promptly and acknowledge the error.

FAIRNESS: Give people or organizations that are publicly accused or criticized the opportunity to respond before we publish those stories.

RIGHT TO PRIVACY: All people have a right to privacy, and those accused of crimes have a right to a fair trial. All sources of information must be independently confirmed.

INDEPENDENCE: Serve the public by reporting the truth, resist efforts to influence the news or give special treatment to one group.

CONFLICT OF INTEREST: You should not be connected financially or involved politically in the person or group you are covering in a story.

TRANSPARENCY: Always declare your identity as well as the identity of your information sources, unless there is no reasonable way to do so or there is a pressing reason to maintain anonymity (such as personal safety).

PROMISES TO SOURCES: Only promise anonymity when the material is of high public interest and it cannot be obtained any other way.

DIVERSITY: Include views from all segments of the population, including those with or without power. We avoid stereotypes, and don't refer to a person's race, color, religion, sexual orientation, gender self-identification or physical ability unless it is pertinent to the story.

ACCOUNTABILITY: We are accountable to the public for the fairness and reliability of our reporting. Clearly identify news and opinion so that the audience knows which is which. Do not alter images or sound so that they mislead the public.