



News Director Lincoln, Nebraska

DR*i* Waterstone
HUMAN CAPITAL

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A close-up photograph of a monarch butterfly with its characteristic orange, black, and white patterned wings, perched on the center of a vibrant pink flower. The background is a soft-focus green, suggesting a garden setting.

Nature lovers submitted more than **160** images to Instagram in our Celebrating Nebraska Pollinators Photo Contest.

Our State. Your Stories.

Nebraska Public Media tells the state's stories, first-hand, through the voices of the people who live here. With local content plus national programming from PBS and NPR, Nebraska Public Media is the trusted source for meaningful news, sports, education, and culture coverage. Regardless of the story Nebraska Public Media is telling, we always:

- ❖ **Tell Stories with Integrity**, using in-depth, fact-based reporting.
- ❖ **Provide Meaning**, always considering the “what” and the “why” of their stories.
- ❖ **Connect and Engage** through information that continues the conversation.
- ❖ **Educate and Prepare**, with resources that are accessible and equitable.
- ❖ **Amplify Diverse Voices** in the community and around the world.
- ❖ **Entertain** audiences with content that adds value and reflects community interest.

Nebraska Public Media has productive working relationships with its three governing entities: the State of Nebraska, the University of Nebraska, and the Nebraska Public Media Foundation. These partner institutions understand and help protect the editorial integrity and independence of Nebraska Public Media's content on all platforms.

Nebraska Public Media is among the most trusted institutions in the state. We believe that the public media occupies a unique space in our culture, offering a non-partisan editorial safe harbor. We operate with the highest journalistic principles, including a commitment to accuracy, fairness, and balance in our content creation and avoiding even the perception of undue funder influence over distribution decisions or content creation.

A live event at UN-L Coliseum capped our yearlong Title IX 50th anniversary coverage



Nebraska Public Media’s 10-person-and-growing [News Team](#) does high-quality, in-depth journalism. We create original content for radio and digital daily. Our periodic [Speaking of Nebraska](#) television series focuses on exploring important statewide issues with local experts and community leaders, and we also produce [long-form news-based documentaries](#). Some accomplishments of the past year include:

- ❖ In our first full year in the four-state NPR [Midwest Journalism Hub](#), we increased our capacity for local, in-depth investigative news reporting on our multimedia platforms, telling more local stories, increasing diverse voices, and welcoming a Report for America corps member in our newsroom.
- ❖ In our [yearlong multimedia station-wide project](#) commemorating and examining the 50th anniversary of Title IX, the news department produced a series of enterprise and investigative stories about the landmark federal legislation and its impact on women in the classroom and on the playing field.
- ❖ Our months-long investigation revealed the history of the AltEn ethanol plant, producing an investigative radio documentary that included perspectives from area residents.
- ❖ Candidates vying for the state’s highest office debated issues as part of our Campaign Connection 2022 primary election coverage on television and radio, and Nebraskans streamed 121,173 minutes of our legislative coverage.

**2021-2022
OPERATING
EXPENSES**



NETWORK & STATION OPERATIONS

Engineering & Distribution	23.9%	\$5,580,000
Managerial & Administrative Support	11.1%	\$2,590,000
Building Maintenance & Utilities	5.7%	\$1,330,000
Information Technology Support	2.7%	\$645,000

PROGRAMMING & PRODUCTION

Television	33.8%	\$7,900,000
Radio	5.7%	\$1,325,000
Multimedia & Education	4.5%	\$1,055,000
Program Information & Communications	3.4%	\$800,000

REVENUE GENERATION

Fundraising & Development	7.7%	\$1,805,000
Business Development	1.5%	\$345,000

TOTAL EXPENSES	100%	\$23,375,000
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BACKYARD FARMER



More than 200 attended the first-ever all-woman expert panel

The Opportunity

The News Director leads Nebraska Public Media's multi-platform news and current affairs coverage to create and distribute content that meets the highest ethical standards for editorial integrity, quality, and relevance, and that is valued and used by audiences locally, regionally, and nationally. The News Director sets and sustains the editorial vision and journalism standards for news coverage across radio (NPR), television (PBS), and digital platforms. They maintain best practices and newsroom SOPs, develop a 5-year rolling strategic plan for the news division, and develop project proposals and budgets for future work. The News Director may report/produce audio, video, and digital stories; serve as host, writer, reporter, and producer; and participate in various on-air and online activities consistent with professional journalism ethics. Specific responsibilities include:

- ❖ Direct and manage the news staff, including the managing editor, reporter/producers, on-air hosts, student interns, and freelance journalists. Assist in attracting and retaining a high-performing and diverse workforce and creating an environment where employees' differences are respected and valued.
- ❖ Work with staff to identify goals and measure performance; identify opportunities for training and development.
- ❖ Manage complex multi-department projects, working with colleagues on the radio, television, digital, communications, and audience research teams.
- ❖ Build and maintain relationships with regional and national partners, including NPR News and PBS NewsHour; research, evaluate, and recommend new regional and national partnerships.
- ❖ Plan and execute strategies to engage audiences on radio, television, web, mobile, social, and podcasts; plan and assign short- and long-term content, such as enterprise and investigative stories, special series, special events, and election coverage.
- ❖ Assign, edit, and/or direct copy and scripts. Assist in the development of new content project proposals and budgets.
- ❖ Serve as a member of the content management team and ad hoc participant in the Leadership Team; regularly participate in the development of policies, strategies, and directions for content staff.
- ❖ Maintain awareness of critical regional/community issues and trends.

The Candidate

Nebraska Public Media is seeking a versatile, accomplished, and driven news professional as its next News Director. Strong candidates will have experience creating news content in more than one discipline – radio, television, digital, or newspaper. They will have served as a professional journalist during their career and have experience creating, implementing, and leading journalistic best practices. Previous experience supervising and leading professional staff is essential. NPR and PBS knowledge and experience are appreciated but not required. Specific and preferred experience and skills include:



Knowledge, Skills, and Abilities

- ❖ At least five years of supervisory and leadership experience, including creating and implementing best journalism practices.
- ❖ Exceptional overall communication and presentation skills, including the ability to edit and coach the work of others.
- ❖ Interest in and commitment to media convergence involving multi-platform services; experience writing for digital platforms is preferred.
- ❖ Knowledge of audio/video production techniques and procedures, production management software, editing systems, and nonlinear story editing techniques and technologies is preferred.
- ❖ Knowledge of national and international issues and events is expected; knowledge of Nebraska people, cultures, and geography is highly appreciated.

Problem Solving and Decision Making

- ❖ Experience making decisions regarding on-air content for television, radio, or published content on digital platforms, using an understanding of the mission, audience behavior, programming philosophy, and resources.
- ❖ Proven ability to determine work assignments among staff and manage budget allocations.

Interactions

- ❖ Experience supervising a professional team of journalists, mentoring and supporting student interns, establishing a team ethos, and serving as a resource and problem solver.
- ❖ Experience developing and leading collaborative projects, building and maintaining internal and external relationships, and working together to resolve problems.

Education

- ❖ Bachelor's degree in Journalism or a closely related field required. Master's degree in Journalism or a closely related field preferred. Exceptional experience in lieu of academic degrees will be considered.

“Truth, depth, context, meaning, and accuracy are some of the words that define our storytelling work.”

➤ Mark Leonard, General Manager/CEO



To learn more and to submit an application, please visit:
<https://driwaterstonehc/position/npm-news-director>

COMPENSATION

Nebraska Public Media is committed to equity in its pay practices. The minimum salary for this position is \$85,000. Compensation will be commensurate with a candidate's skills, years of experience, and unique background. We welcome the opportunity to discuss salary requirements with potential candidates. Nebraska Public Media is part of the University of Nebraska-Lincoln, which has exceptional benefits, including family tuition benefits.

DRiWaterstone is an executive search firm that recruits senior leaders for non-profit and social enterprise organizations. All first-round interviews for this position will take place via video with DRiWaterstone.

The University of Nebraska-Lincoln seeks to attract and retain a high-performing and diverse workforce in which employees' differences are respected and valued to better meet the varying needs of the diverse populations we serve. The University fosters a diverse and inclusive work environment that promotes collaboration so that all individuals are able to participate and contribute to their full potential. As an EO/AA employer, qualified applicants are considered for employment without regard to race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation.

See: <http://www.unl.edu/equity/notice-nondiscrimination>.