

**\*\*Make a copy before using\*\***

## Broadcast roles, types and business models WORKSHEET

- [Common Roles on a News Team](#)
  - [Types of Broadcast News items](#)
  - [Broadcast News Business Models](#)
- 

### Common Roles on a News Team

Even if you only see one person on camera, news broadcasts are far from a solo operation. A single news story can have 5 or more producers working together closely to bring it to life.

- **Executive Producer (EP):** Team leader who has final say in all editorial (content-based) decisions about the broadcast; accepts pitches and assigns stories to correspondents
- **Correspondent:** Reporter who is part of the production team and ultimately is the “face” of the story; conducts on-camera interviews, records voiceover and stand-ups
- **Producer:** Team member who takes direction from the EP and works closely with the correspondent to lead production of a story; can include researching, choosing filming locations, booking guests and scripting
- **Digital Producer:** Team member who creates original content for online audiences and repackages broadcast stories to be shared online
- **Social Media Manager:** Team member who creates an organization’s social media presence; posts stories online, interacts with audience members, tracks audience data and implements strategies to reach the most people
- **Production Assistant (PA):** Team member who takes direction from producers to support the production as needed; can include setting up equipment and running errands on production days

And this only scratches the surface! Professional news organizations couldn’t operate without also employing *lawyers, broadcast engineers, graphic designers, editors, engagement strategists, data analysts, interns* and more.

---

## Types of Broadcast News items

- **Breaking news:** Fact-based reports and first-person videos of events happening live
  - **Expert analysis:** Fact-based insight provided by individuals considered experts in a field to contextualize a news story
  - **Opinion:** Opinions shared by anyone, can be an expert or not, based on personally-held convictions meant to offer “one side” of a story and sometimes to persuade a viewer’s opinion
  - **Features:** Longform stories with a beginning, middle, and end that use fact-based yet emotional storytelling to give viewers a deeper understanding of a story
  - **Investigative** - Longform stories that dig deep into one issue or topic. Investigative stories often expose to the public important matters that were covered up.
  - **Solutions:** Investigating and explaining, in a critical and clear-eyed way, how people try to solve widely shared problems. Solutions journalism focuses on responses to problems.
- 

## Broadcast News Business Models

- **Subscription-based:** Some or all users must pay a fee to access content; often combined with reliance on advertising, but fundamentally less-so than organizations that offer all content for free; non-subscribers may encounter paywalls; outlet is likely to consider the priorities of subscribers more so than advertisers when producing content.
- **Ad-supported:** Users can access content for free with (usually-tailored) ads; a majority of all news outlets including cable, network, online, social rely on ads in some way; outlets are incentivized to produce content that will keep a user’s attention the longest.
- **Public media:** Users can access for free with no ads; funding comes by federal allocation, including tax dollars, public contributions, grants and sponsorships; content is mission-driven and designed to serve the broad public.
- **Non-profit:** Users can access for free usually with no ads; funding comes from grants, audience contributions, sponsorships; content often tailored to one topic area.