

the business of journalism: beyond writing and reporting

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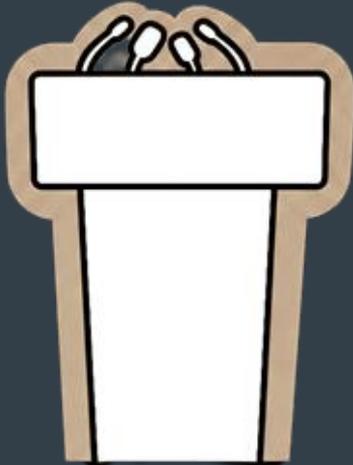
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The University of Texas at Austin
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Moody College of Communication



“Everyone with a cell phone thinks they’re a photographer. Everyone with a laptop thinks they’re a journalist. But they have no training, and they have no idea of what we keep to in terms of standards, as in what’s far out and what’s reality. And they have no dedication to truth.”

*- Helen Thomas
award-winning UPI reporter at The White House*

where newsrooms get it right



FUNDAMENTALS

Journalism is constantly changing and adapting, but the fundamentals have been consistent: Journalists are the watchdogs of our community, a check on the government and the “first drafters of history.”

“Journalism is printing something that someone does not want printed. Everything else is public relations.” – Author Unknown

Those fundamentals:

- Find out what’s true
- Share what’s happening accurately and transparently (cite your sources)
- Context and [nut grafs](#) are key
- Verify everything
- Always ask for comment from those you report on
- Fair doesn’t mean balanced (Avoid [both sides syndrome](#), also known as false balance.)
- The 5W’s and more: Who, What, Why, Where, When, How and So What? (Why it matters to your audience)
- Admit mistakes, correct them.

where newsrooms get it wrong



NEW DEMANDS

The practice of journalism takes a lot of work. The last few years have layered on new requirements – including understanding social media and generative AI – that media organizations have been slow to adopt at best, or sometimes completely ignored.

WHERE WE COME IN

We want to equip you with some tools and suggest ways of thinking that will prepare you to succeed, regardless of your publication's mission, business model, and culture.

what you'll learn

1/THE JOB AND THE BOSS

From mission statements and job expectations to employee agreements and business models, know whom you work for.

2/PERSONAL BRANDING

How self-promotion and brand-building works, why it's necessary, and when to do it.

3/SAFETY

How to apply digital safety best practices to protect yourself and your families.

4/ARTIFICIAL INTELLIGENCE

How AI is changing your job, today and in the future.

5/DAILY FLOW

How all of this looks in the daily flow of a journalist's job.

6/STRATEGIES

Ways to succeed while also doing journalism.

1/

the job and the boss

who do you work for?



> The mission

Every publication has a mission — hopefully, one they’ve stated publicly. These aren’t just words. The mission defines their purpose and what message they want to deliver to their audience.

> The business model

How a publication is funded is key to understanding the way things work. By definition, for-profit newsrooms want to make money. Costs determine how much staff they employ, how much (or if) they will invest in their staff (training, promotion, benefits), what kind of work they will support (long-term investigations are expensive). Understanding where the money comes from to fund operations tells you a lot about why certain decisions are being made. For instance, AI adoption is currently being viewed as a way to boost productivity (do more in the same workweek) and save money (fewer human staffers.)

> The audience

From mainstream consumers to business executives to niche special interest audiences, it’s important that you recognize who you are talking to. That audience focus is “the lens” through which every story needs to be written.

mission statements: it starts with the “why”

TED: Spread ideas.

NPR: To create a more informed public.

Washington Post: Democracy dies in darkness.

The New Yorker: Exciting and moving every reader.

The New York Times: We seek the truth and help people understand the world.

Wikimedia: Encouraging the growth, development and distribution of free, multilingual content.

Connecticut Weekender: Helping CT residents find fun things to do.

Sky and Telescope: The world’s leading compendium of timely and accurate information about the science and hobby of astronomy.

CNN: Inform, Engage and Empower the World.

Boston Globe: To empower, connect, and convene our communities with independent, trusted journalism and storytelling that informs and inspires an engaged society.

Texas Tribune: Independent News. Trusted by Texans.

The Guardian: Since 1821, the mission of the Guardian has been to use clarity and imagination to build hope.

mission statement in action



> Measuring success

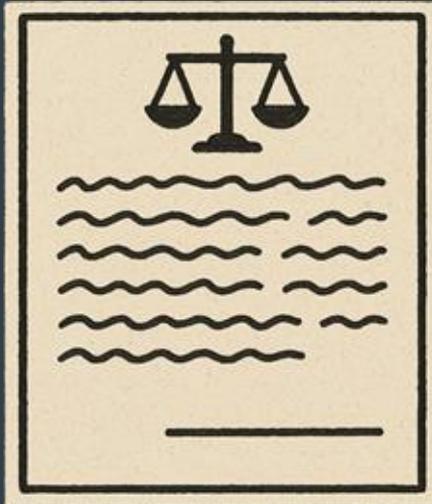
There are lots of ways a media company can measure its success. You should know what its staff and leadership care about.

- Staff output and productivity: What is expected of me on a daily basis?
- Exclusives and scoops: What is expected?
- Awards and recognition
- Online traffic
- Audience engagement (bounce rate for online stories)
- Ad sales
- Subscription sign ups
- Newsletter sign ups
- Media follows: Do they measure when someone copies a story written by you or your teammates? (Bloomberg does)
- Speaking engagements: Do they measure how often their staff is expected to moderate and/or appear on industry panels?
- Media appearances: Do they count how often you're called by other media to talk about your work or to be a topic expert?

Also ask:

- Staff recruitment and retention: What is the turnover rate at the company?

the terms of engagement



> Forced arbitration and non-disclosures: Know what you're signing

Beyond understanding your salary, benefits and work hours, there are two things to look out for in your employment agreement, says former Fox News reporter Gretchen Carlson:

- Forced arbitration
- Non-disclosure

Carlson, through her non-profit advocacy group [Lift Our Voices](#), helped push passage of federal law that helps protect workers' rights.

- “Please read what you're signing and have an understanding of the rights that you may be signing away — the rights to your voice,” Carlson says.
- “I know we don't think that anything bad is going to happen to us. I know I didn't, but something did,” she added, noting that her employment agreement kept her both from seeking legal recourse or speaking up publicly. “Please pay attention to what you're signing.”

the terms of engagement: forced arbitration

> Forced arbitration defined:

- Put simply, any workplace complaint you bring regarding discrimination, harassment, assault or any kind of bad behavior will be resolved in a private arbitration chamber, where your fate will likely be decided behind closed doors by an arbiter chosen by your company.
- You will typically not have the right to appeal the arbiter's decision and you will not have the right to sue in open court, even if you have all the evidence in the world of wrongdoing.
- The company has many arbitration claims per year, *while this is your one shot at justice*, so it is in the arbiter's financial interest to rule on behalf of the company — as most arbiters do.

> It's everywhere

82% of all American workers are bound by **forced arbitration**, which is a clause typically buried in onboarding documents, workplace contracts or an employee handbook.

> It's typically secret

No one will learn about the wrongdoing: the perpetrator of the bad behavior often remains on the job while you will likely lose yours simply for having the courage to come forward to say something isn't right.

> It isn't legal in some cases

The "Ending Forced Arbitration of Sexual Assault and Sexual Harassment Act" (EFAA) was signed into law in March 2022, and is aimed at protecting survivors of sexual misconduct (not other forms of discrimination)

Source: LiftOurVoices.org

the terms of engagement: NDAs

> Non-disclosure agreement defined:

An NDA (non-disparagement agreement, non-disclosure agreement or confidentiality clause) is a legally binding agreement between two or more parties that prevents information from being shared with others.

- You may think you are only agreeing to protect trade secrets at your company – like the secret formula to a company product – but over the last few decades, NDAs have become much more expansive.
- Many NDAs take away your right to speak about anything that happens to you related to your employment, including human rights violations. NDAs can present themselves at the beginning of employment.

> NDAs are also everywhere

One-third of all American workers sign these clauses on their first day of work, anytime during your employment, or when you leave.

> They aren't legal in some cases

The "Speak Out Act," signed into law in December, 2022, bans all pre-dispute NDAs that silence workers before any kind of sexual misconduct occurs in the workplace.

- If you experience any kind of sexual misconduct you can still own your voice from the time it occurs until a "dispute arises," which most legal scholars deem to be when you receive your right to sue letter from the EEOC or file a lawsuit in court – not when you simply submit a complaint to HR.
- *CA, NJ and WA* have all passed [state laws](#) banning NDAs for all toxic workplace issues, which means that any contract you signed after the passage of these laws cannot include an enforceable NDA. *NY and CT* are considering them.

2/

branding

institutions vs people



> PUBLISHERS AS BRANDS

Most news organizations have a history behind their brands, but many haven't learned how to help build up reporters as their *own* brand. When former Re/code and Wired reporter Mike Isaac joined the New York Times in 2014, his frequent posts to Twitter became a topic of discussion. At the time, BuzzFeed cited the paper's "lengthy ethics policy" as a reason he might have to pull back from social media, or at least change his avatar, which was of the Charmin toilet paper mascot. "Seems fine to us," [the NYT responded](#).

Before then, newsrooms debated how reporters, editors and other staffers should use social media. The Washington Post started allowing social media use by their staff in 2009. Before then, [its policy was](#), "We expect that the journalism our reporters produce will be published through The Washington Post, in print or digitally, not on personal blogs, Facebook or MySpace pages, or via Twitter or other new media."

Social media and self-promotion policies are evolving. Make sure you pay attention and understand the rules of engagement in your workplace.

where newsrooms get it wrong



> PERSONAL BRANDING

Today, most publications allow reporters to participate in social media for their own purposes — to share their personal POV, for instance — in addition to calling attention to their work.

The latest guidelines for The New York Times, [revised in 2024](#), encourage reporters to “promote their work, provide real-time updates, harvest and curate information, cultivate sources, engage with readers and experiment with new forms of storytelling and voice.”

Journalists create personal brands to help with reporting, and build their careers (you’ll find many examples of reporters who have set up their own substacks, for instance). One [study in 2019](#) indicated reporters understand that opportunity:

“So many journalists are seeing the value in not having to align ourselves with a publication. Or, if we do align ourselves with a publication, being really critical about that organization’s values.”

- Zaria Howell, managing editor at Currently, [speaking to Harvard’s Nieman Foundation for Journalism](#) in 2022.

Your brand...

- Drives trust with readers
- Builds credibility with sources
- Is a way to promote colleagues
- Provides a way to highlight your work

= Career mobility

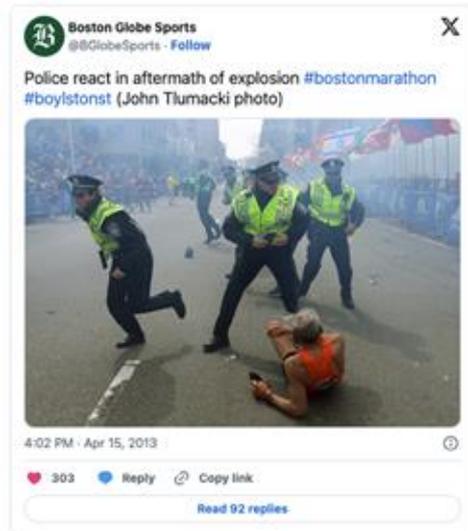
Understanding your brand.

Who are you?

- **News reporters/news analysts:** These professionals are usually held to the highest standards when it comes to providing unbiased, fact-based information and being transparent about the sources of information they cite.
- **Columnists/opinion writers:** Their job is to express a point of view. But to be taken seriously, those opinions should be based on fact-based information. Good columnists will typically have an area of expertise or a lens through which they write their stories (the life of a working parent; an economist, etc.)
- **Reviewers/critics:** There are many types of reviewers and critics (film/art/tech/restaurant/product). Like columnists/opinion writers, they are subject-matter experts tasked with sharing their knowledge, advice and recommendations.

successful personal branding examples

Live event coverage, amplified by your colleagues and publication...



“Bring them along” BTS looks at how news happens....

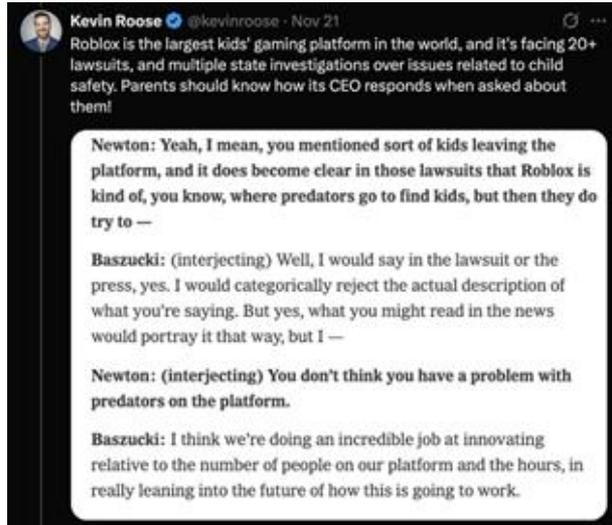


Ask tough questions in a public space...



successful personal branding examples

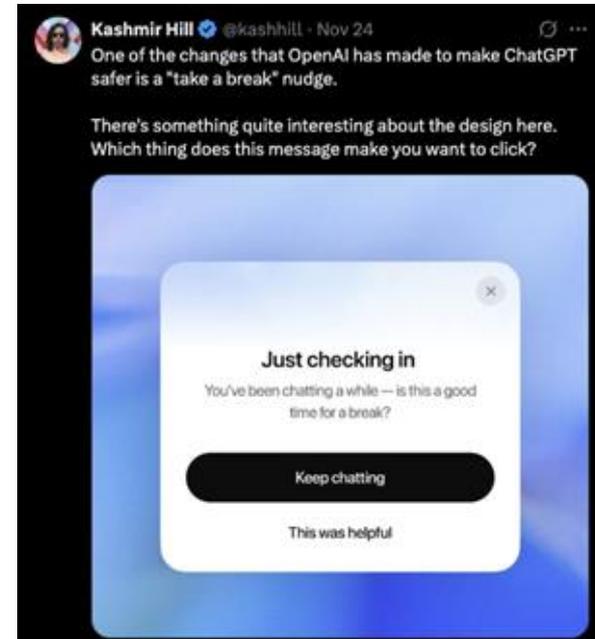
Market your big story...



Engage with readers...



Show your expertise...



... but be careful

Some journalists make mistakes — including serious mistakes — when posting to social media, and it can hurt their careers, perception with readers, and ability to establish trust with potential sources. An important rule: Think before you share. What point are you making and why?

> Prejudicing a story

Reporter shares unconfirmed details/rumors on the internet about a shooter.

→ Lesson: Curiosity ≠ speculation. Always wait for confirmation.

> Over-sharing

Several national reporters lost credibility for partisan tweets during the election coverage.

→ Lesson: Your tone can be read as bias, even when you don't intend it that way. Your news editor may block you from writing news/analysis about certain topics if you've shown a bias about a topic (Opinion writing is different.)

> Clapping back at critics

Reporters rarely win, and everyone looks bad.

→ Lesson: Don't feed the trolls; use your block button.

staying safe and authentic

↳ Brian Stelter reposted



Sara Fischer @sarafischer · 5h



Ask yourself, why would anyone want to put money into an investment of this caliber and have no governance rights or board seats?
— I covered a similar situation with the now-dead Forbes deal
— Essentially, people want to have control/access/political power behind the scenes



Sara Fischer @sarafischer · 6h

📰📰 WOW. Paramount's initial press statement didn't include a mention of sov wealth funds, but sep SEC filing said other outside financing partners include funds from Saudis, Qataris, Emirates as well as Jared Kushner's Affinity Partners (!)
Those funders, "have agreed to forgo x.com/sarafischer/st...
[Show more](#)

> Keep your personality

Giving a human face to your work is meaningful to many readers.

> Share the reporting process (left image)

When appropriate, allowing people to join you in the process of reporting a story can be enlightening for them and you. That can include live interviews or on-location streams, and it can mean sharing the story of how a piece came together.

> Double-check your tone

There are no medals for posting first – but you will be called out for misspeaking or coming off wrong because you were reacting too quickly.

> Everything is public

If you wouldn't say it in court or on the air, you shouldn't say it online.

3/

safety

reporters are targets

The act of journalism alone takes a lot of work. The last couple years have layered on new risks that news organizations have been slow to mitigate.

- **Online mobs/harassment**

Large numbers of accounts flooding comments, sending emails and tagging posts to give an impression of broad reader dissatisfaction.

- **Doxxing**

When people publish private or identifying information about you on the internet, to encourage real-life harassment.

- **Physical attacks**

The [U.S. Press Freedom Tracker](#) documented 49 journalist related arrests in 2024, up from 15 in 2023 – a threefold increase. But there’s no accurate counter, though reports throughout 2025 indicate an increase in attacks against journalists during civilian (protests) and police actions, such as [physical assaults by federal ICE agents](#) while the media has covered their activities across the U.S.

Trump says "I don't mind" if someone had to shoot through media

By [Jacob Rosen](#), [Olivia Rinaldi](#)

November 3, 2024 / 2:19 PM EST / CBS News

Add CBS News on Google

Lititz, Pennsylvania – Former [President Donald Trump](#) said during a [rally on Sunday](#) that he wouldn't mind if someone tried to shoot through the media riser to assassinate him while he was complaining that the [bulletproof glass](#) positioned around him was "ridiculous."

digital hygiene 101

ENCRYPTED MESSAGING

- > Stop using SMS to communicate with sources
- > Use platforms that protect your data including Signal, iMessage, and ProtonMail.
- > Track how those platforms respond to government pressure over time for access to account activity
- > Don't expect even secured messaging platforms will always be safe

USE PASSWORD MANAGERS

- > Popular ones include
 - 1Password (*free subscriptions for journalists*)
 - LastPass
 - Google Chrome / Firefox Sync
 - Apple iCloud Keychain.

USE MULTI-FACTOR AUTHENTICATION

- > Rely on app-based codes, not SMS
- > Biometrics and passkeys are even better
- > Use YubiKey and similar security for your devices

SEPARATE PERSONAL / WORK DEVICES

- > Insist on a company-provided device for any work.
- > Write down a policy about how you store and archive notes — and stick to it.
- > Know where your documents, emails and contacts databases are stored.
- > Enable encryption on everything.

LOCK DOWN PERSONAL DATA

- > Set a Google Search alert for yourself and immediate family members.
- > Consider getting an identity-protection service from companies like Icogni and Aura.
- > Obscure home information from public records through trusts and other legal avenues.
- > Disable face or fingerprint ID if you're heading into a situation where your devices might be confiscated.

FAMILY SAFETY

- > Warn family and friends when your work might make you a target.
- > Set social media boundaries
- > Don't post photos of your family or show the places you visit as part of your daily routine/in your home neighborhood.

AUDIT YOUR DIGITAL FOOTPRINT

- > Check default social media sharing settings.
- > Know when you're sharing location on any socials.
- > Hide old social media posts / close inactive accounts.

...it still won't
stop them



Public records laws, collections of hacked documentation and other information make attacks hard to stop.

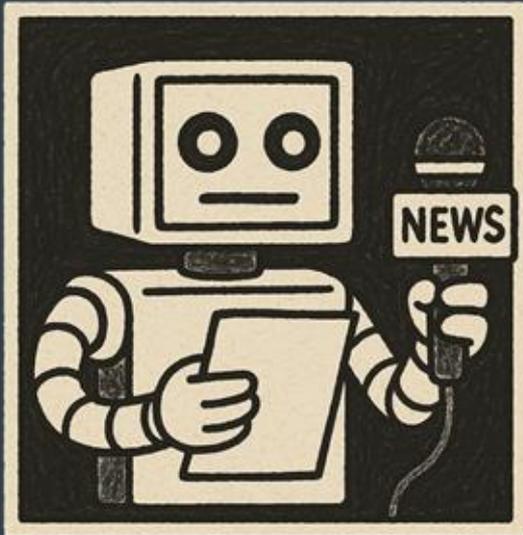
Be prepared:

- **Know whom you can turn to**
Maintain professional and personal networks of people you can trust if you're attacked.
- **Know your employer's stance**
Ask for phone numbers and emails of legal, security and cybersecurity teams.
> *At CNET, we laminated wallet-cards with key contact information in case arrested, detained or found ourselves in any other trouble.*
- **Demand better**
Alert newsroom leadership every time a journalist is attacked. Ask what your team's policy is if you're in that position. Make them prepare.

4/

artificial intelligence

AI is already in your newsroom



We've been using AI in journalism for years, though its use is quickly expanding. Most AI tools have provided basic services such as:

- **Transcription**
[Otter.ai](#), and [OpenAI's Whisper](#) are two of the most popular examples of easy transcribing tools, even though more are released every day.
 - > Apple now includes transcription in its Notes App for iPhones that were made in the past couple years. All you have to do is press record. (There's a record function for phone calls now, too.)
- **Headline / SEO**
Some newsrooms have built headline and story testing systems into their CMS tools to help improve their marketability. Examples include:
 - > Automatic headline suggestions
 - > Related image recommendations
 - > Smart tag recommendations
 - > Smart ad filtering to keep sponsors from appearing on topics they want to avoid.

spend some time understanding AI tools

If your company has an enterprise subscription to popular general purpose AI tools including OpenAI's ChatGPT or Anthropic's Claude, spend time understanding how these tools work.

IMPORTANT: Never include any information about unpublished work, sources or sensitive information in your AI prompts unless your company says it has a license to prevent that information from being shared with the AI maker (usually because your company stores the info on its own servers.)

Several groups offer free AI training courses, including the [Knight Center for Journalism](#) and [Knight Center at the University of Texas, Austin, Journalism AI](#) from the Pulitzer Center, [Poynter](#) and [The Journalist's Resource](#)/Shorenstein Center on Media, Politics and Public Policy, [The Walkley Foundation](#), the Online News Association's [AI in Journalism Initiative](#), the [JournalismAI Academy](#) from the London School of Economics.

“Today’s AI is the worst it will ever be.”

*This saying is often repeated in the tech world
as a reminder that AI is always improving.
Even if the AI industry itself implodes, the technology
has already changed industries including healthcare,
entertainment, finance and education.*

AI uses in newsrooms

RESEARCH

> Helping reporters sift through troves of data, legal filings and documentation. (Some companies, including Bloomberg and the AP, already use AI to write financial earnings stories.)

WATCH OUT

> AI often makes up sources, facts and quotes – those mistakes are called “[hallucinations](#).”

> AI cannot reliably do math.

> AI cannot police itself.

- “Only use verified links,” or “Only use quotes you can source directly,” will not work as prompts to an AI.
- Asking another AI to double-check the work of a first will not work.

WRITING

> AI is excellent at blue-sky thinking, and often can help think through broad-brush story ideas. This is why it’s especially helpful with headlines.

> In Sept. 2025, Business Insider told employees they can [use AI to help write drafts of stories](#).

> Some newsrooms use AI as a first-pass editor for stories.

WATCH OUT

> Because AI is built on public databases and knowledge, it will often reflect existing racist tropes and theories that have only recently been refuted/debunked.

- “Broken windows” policing strategies were popular when the internet was initially growing. As a result, more of the research, stories and quotes AI has been trained on support “broken windows” policing.

> AI makes assertions about people’s histories that might conflate them with someone else.

- Supposedly trustworthy facial recognition systems have frequently misidentified suspects, which Wired notes has [derailed their lives](#).

> AI cannot reliably do math.

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- “Only use verified links,” or “Only use quotes you can source directly,” will not work.
- Asking another AI to double-check the work of a first will not work.

READER INTERACTION

> Projects like Google’s [NotebookLM](#) and similar systems train an AI to refer back to specific documentation in a database or computer. This type of system, called “Retrieval-Augmented Generation” (RAG), helps to reduce the likelihood of errors from the AI. Some RAG systems even provide links back to cited documents.

> Newsrooms are already experimenting with RAG as a tool to interact with newspaper archives.

- The Washington Post search box on its home page now encourages readers to [“ask a question or search.”](#)

This warning is added when using it, and notes the tool only searches the past eight years of articles: “Answers are AI generated from Washington Post reporting. Because AI can make mistakes, verify information by referencing provided sources for each answer.” - *WaPo 2025*

- Time magazine introduced [TimeAI](#) in fall 2025, which allows readers to access, summarize, translate or read an article out loud from its 102 year-old archive.

AI + trust is the future

You are trained as a journalist to seek out the truth. AI may help you speed that process and market it better, but it can't replace your skills.

What you need to do:

- **Learn Prompting**

The way you talk to an AI can significantly change its outputs. So you need to master the art of the [prompt](#). Understanding the problems you're asking an AI to solve make you unique.

- "This nut graf doesn't connect enough to the main theme. What more can we add that might help?"
- "This ending falls flat, but I don't have any other quotes I could use. How else could I improve this?"
- "I have a nut graf for my story, but can't write the intro. I want to visualize what's happening, but everything I write is too long."

- **Get Really Good at Verification**

AI outputs are often derided as "[slop](#)" because there's a lot of them, and they have little worth. Your ability to bestow trust is how they gain value:

- Double-check links like you double-check name spellings.
- Always be on the lookout for mistakes.
- Never copy-paste.
- Do your own math calculations



Don't let the tools dictate your workflow

> One job, one tool

Many apps claim to do multiple things, but often do them poorly. Google Docs (writing/editing) has to-dos. Slack (chat) has share drives.

> Focus on your needs

Tools should serve your needs. Bending your work to use a tool is a recipe for trouble.

> Don't get caught up in minutiae

Figure out how to use the tool to suit your needs now.

5/

daily flow

daily work for a journalist has already shifted significantly

Reporting is only part of the job. Now, journalists need to work in promotion, technology, video and audio production, photography and more.

It's not easy. But thinking ahead can help you plan accordingly, and predict what you can and can't achieve.

> **Protect your time**

Block out your day starting with your needs—food, moments to think, peer-check ins, breaks, travel. Then start adding in the work.

> **Build a routine**

People crave simplicity and consistency. Embrace that.

> **Batch notifications**

Let notifications build up before you look at them at a specific time:

“If you really need me, call.”

work day of a modern journalist

Below are some examples of how you can schedule blocks of time throughout a workday.



Slack - Email - Phone Social - Promotional Writing - Editing

Social - Promotional Slack - Email - Phone Writing-Editing

Slack - Email - Phone Social - Promotional Writing - Editing

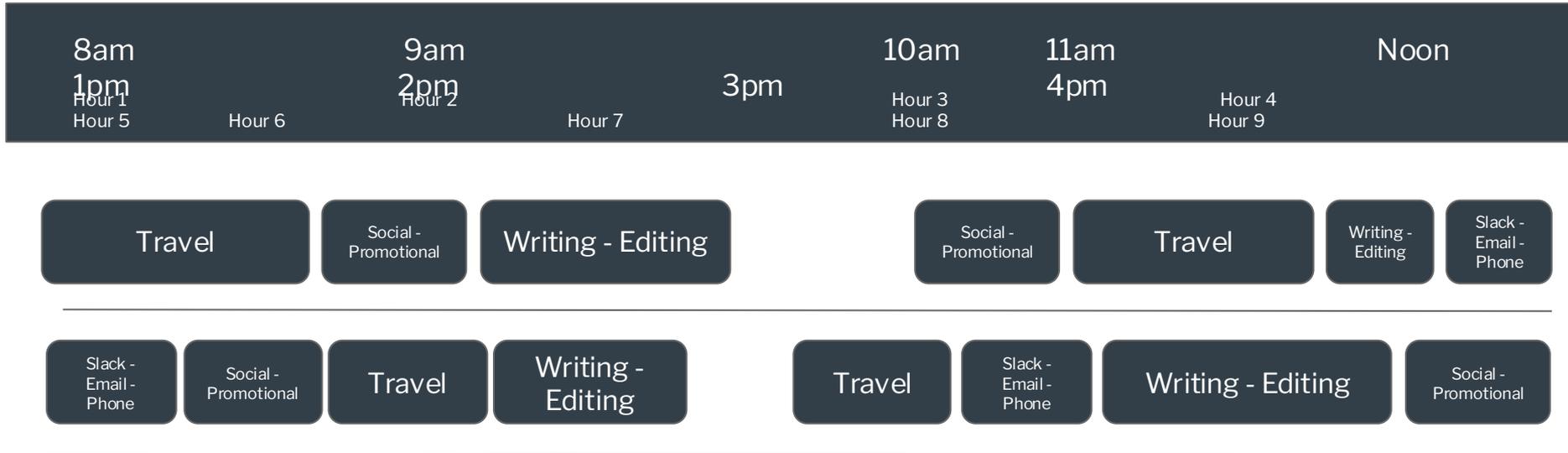
Social - Promotional Slack - Email - Phone Writing-Editing

Slack - Email - Phone Writing - Editing Social - Promotional

Writing-Editing Social - Promotional Slack - Email - Phone

work day of a modern journalist

More examples, including when you might need to travel outside the newsroom.



6/

strategies for success

protect your time



Planning your day can have a significant effect on how you feel about its progress, how you communicate with colleagues, and what you get done.

- Set boundaries before they're crossed by deciding when you will be reachable and when you won't.
 - Turn off alerts at specific times, with the status message on Slack, calendar block or an OOO.
- Meetings are work, too.
 - Get an agenda ahead of time and insist on clear steps when finishing.
- End your day with intention.
 - Write tomorrow's top three to-dos.

track progress



Keep an ongoing “Ta Da” list. That list will make writing your personal performance review much easier. Include:

- Praise from sources
 - emails / social screenshots
- Scoops and Exclusives
- Awards
- Other media mentions/follows
- Shoutouts from colleagues
 - slack screenshots, social posts
- Analytics on successful stories
 - Most popular story of the week?
Of the month? Of the year?
 - Reader time spent vs average
 - Social shares
 - Percentage read down the page
- Correction rate
 - Lower than team average?

find allies



> EDITORS / REPORTERS

Cartoons suggest they're at odds, but really these two groups just need to understand one another. What pressures are each group facing? What priorities do they have? How can you help?

> MARKETING / COMMS

When other media look for experts or reporters to help discuss a story, these are the people who typically get the call. But they also pitch your work to other media. If you can make their jobs easier, they will want to help you.

> ADMINISTRATION

Good managers keep corporate drama above them, and don't let it seep below. Administrators can help you understand what's going on that your manager may not be allowed to share.

> HR

If you ever need extended time off for illness or to take care of a loved one, they are the ones who help. Communicate with them early if you need something.

> LEGAL

They are the final word on tough stories and sticky situations. Their job is to protect the company, and you. If a story goes through legal review, have all your sourcing and details handy beforehand.

stay curious



> INDUSTRY NEWSLETTERS / PODCASTS

Nieman Lab • Poynter • The Lead • On the Media • Reliable Sources • Hot Pod • Platformer

Level Up: Pick one you actually read weekly and summarize it for your team.

> CONTINUOUS LEARNING

Webinars, newsroom workshops, university micro-courses, AI ethics training courses.

Level Up: Keep a “skills log” — what you learned this month and what to learn next.

> OUTSIDE LEARNING

Look beyond journalism: design, product management, behavioral science, marketing analytics, coding, foreign languages

Level Up: Borrow what works. Journalists who understand audiences and incentives lead newsrooms.

> PARALLEL HOBBIES

Follow what your sources follow: investor forums, game dev streams, TikTok creator economy, local civic groups.

be open to change



> BRAINSTORM ENTREPRENEURIAL IDEAS

Think like a founder, even inside a newsroom. What could you build if you had \$5K and six months? New verticals, newsletters, data projects—your beat is a startup lab.

> TRACK ADJACENT CAREER PATHS

Follow editors who became product leads, reporters who became comms strategists and producers who launched podcasts or studios. See how they applied the same skills in new ways. Why is this key? Because you need to know when it may be time to exit the media industry if work/life/monetary expectations shift.

> ALWAYS TAKE CALLS

Recruiters, former colleagues, strangers on LinkedIn. Even if you're not looking—every call is intel. Learn what your skills are worth.

> HAVE AN EXIT STRATEGY

The industry will change again — maybe suddenly. Know what's next before you need it: freelance plan, portfolio site, teaching, nonprofit work. Have a rainy day fund of savings to cover you for the six months to a year it could take to find a new job (Seriously.)

Be prepared, not panicked.

And FYI, according to the [U.S. Bureau of Labor Statistics](#) the 2024 median salary for a reporter with a bachelor's degree was \$60,280. Can you afford to live on that?

thank you.