

Nine Strategies to
Shape Your
Journalism Career

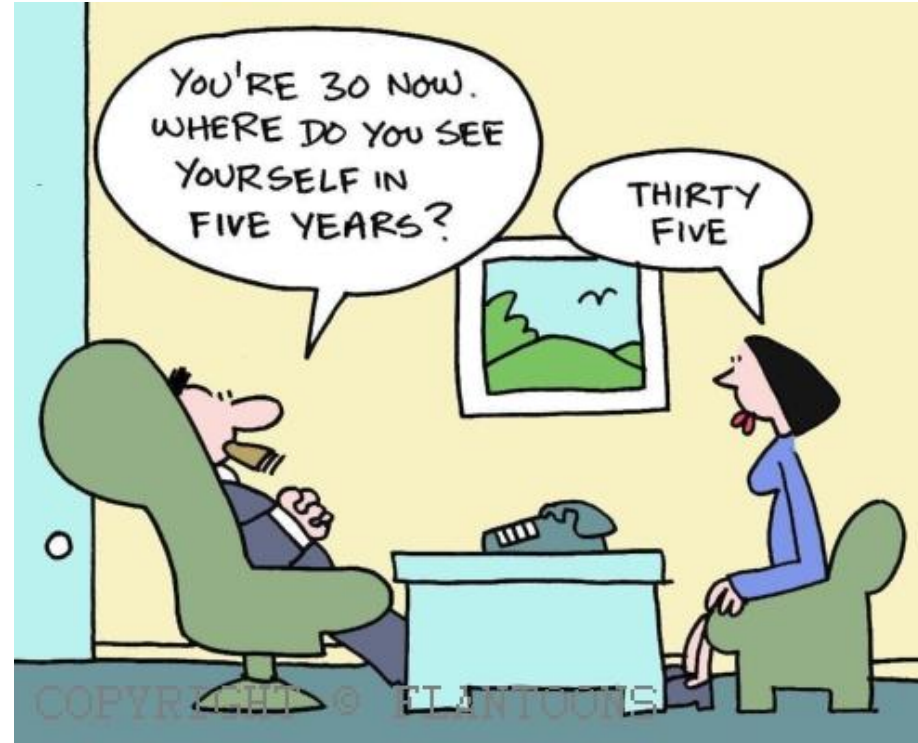


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<http://bit.ly/pjicareertips>

Play a Long Game

- Where do you want to go? A beat, a location, a specific role?
- Map out a career strategy (or strategies)
- Write. It. Down.
- Update your map regularly as you grow



Study Career Paths

- Understand the wide range of career trajectories for a role that interests you
- Study themes in bios – positions, paths, pitfalls
- Identify the skills needed
- Update your own career map



Study Yourself

- **Self-awareness is everything**
- **Scrutinize your strengths and weaknesses. Write them down.**
- **Build a plan to build your muscle. Write it down.**
- **Seek feedback from colleagues on building skills**
- **Identify training opportunities for your plan**

Show, Don't Tell

- What do your bosses want? Sharp thinking, deep reporting, clear writing, a flexible style?
- Show your work: in clips, in a portfolio, on social media, on air
- Connect your career map to what you need to show for a role that interests you

Find mentors organically

- **Do: Seek guidance from people one or two steps up the career ladder first**
- **Don't: Waste anyone's time**
- **Engage in journalism organizations. Volunteer your time. Help others and you'll help yourself.**

Resumes and Cover Letters

- Resumes show the big picture and small details
- Cover letters: Tell a story. Don't rehash your resume. Show, don't tell.
- Tailor your resume or cover letter to the skill set needed in the role you're seeking.

Remember: You're Being Watched

- Your public profile is a window into your brain
- Imagine different audiences for your work
- What are the pitfalls? More importantly, what are the missed opportunities?

Negotiate for Opportunity

- Understand supply and demand
- Negotiate for beat assignments, future roles, etc.
- Skills deliver money faster than pleading

Focus on Your Work First

Deliver great work.

Show your work.

Then network.

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"While I appreciate your input, what I really need from you is some output."

My perspective

- **DJNF at Rochester Democrat & Chronicle**
- **Business Reporter & Washington Correspondent at The Dallas Morning News**
- **Economics Reporter at WSJ**
- **U.S. Economics editor at WSJ**
- **Global Economics editor at WSJ**
- **U.S. managing editor at POLITICO (400+ in U.S.)**

Also: AAJA Texas, SAJA, ASNE Reporter, Georgetown SCS