



Advising

RURAL JOURNALIST

ALSO CALLED

- Journalist
- Rural reporter
- Reporter



WHAT'S THE JOB ABOUT?

- **Working in the media**
Television, radio, newspapers, magazines, internet, press agencies
- **Providing rural and regional information for the public**
News, events, feature articles, special presentations, reports, discussions, agricultural and technological innovations
- **Gathering information**
Interviewing people, attending events, researching background information, sourcing articles from affiliated media and press agencies
- **Writing news reports and articles**
Determining audience, prioritising information, providing a balance of opinions, selecting footage or photos, drafting copy, checking style and format, editing
- **Presenting information to the public**
Clear, concise and accurate material, unbiased and objective presentation, style and context to suit target audience





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WORK CONDITIONS

- Rural journalists may work in rural or regional areas although some of the major publishers and television / radio stations are based in cities.
- Work exists for journalists in large commercial organisations and government departments preparing annual reports, media releases and in-house magazines.
- Freelance journalists write to contract for broadcasters and publishers or sell their stories through press agencies.
- Rural journalism requires a practical understanding of rural and regional issues.
- There is usually a mix of office and field work with visits to individual farms, selling centres, participation in grower's meetings and interest groups, field days and industry events, promotions and conferences.
- Work hours are usually structured with some flexibility for fieldwork.
- Journalists may work on their own, as part of a team or monitor the work of others.
- Opportunities exist to travel both within Australia and overseas to work.

EXPERIENCE AND RELATED TRAINING

- Journalists must complete a cadetship, usually over four years, and achieve benchmarks each year.
- Cadet journalists can be appointed following successful completion of the Higher School Certificate (or equivalent) or tertiary studies in journalism or communications.
- Following their cadetship, journalists progress through bands and grades with increasing responsibility, completion of specialised assignments and mastery of the craft of journalism.
- Some media organisations, such as Rural Press, require their cadets to undertake and pass a university course specifically designed for them.
- Rural print journalists require a working knowledge of digital photography and are often required to take their own accompanying photographs.



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Career path	Training Requirements
<ul style="list-style-type: none"> • Cadet Journalist <p>You carry out basic, routine journalistic duties under close supervision and with limited responsibility for the final outcome.</p>	<p>SECONDARY EDUCATION</p> <ul style="list-style-type: none"> • Higher School Certificate (or equivalent) <p>TERTIARY EDUCATION</p> <ul style="list-style-type: none"> • Degree in Communication (Journalism) • Degree in Media • Degree in Arts (Communication – Journalism) (or equivalent)
<ul style="list-style-type: none"> • Rural Journalist <p>You perform journalistic duties with increasing independence, being assigned additional duties as your skills advance.</p>	<p>Successful completion of cadetship</p>
<ul style="list-style-type: none"> • Editor / Producer / Program Manager <p>You take on assignments requiring advanced journalistic skills and mature judgement and are involved with planning, coordination and supervision.</p>	<p>High levels of experience AND Additional formal training OR Postgraduate studies in journalism</p>

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