THE CAVALIER DAILY

Fall 2023 Recruitment

HELLO!



AVA MACBLANE

Editor-in-Chief



LEXI BAKER

Managing Editor



ALEXANDRA HOLMES

Assistant Managing Editor



ROADMAP

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Subjective,
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Why Join The Cavalier Daily

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Spring 2023 Application

THE STATS



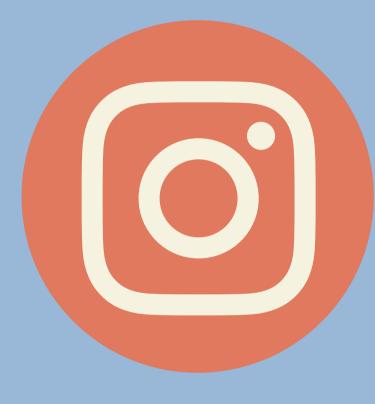
NEWSLETTER SUBSCRIPTIONS

5,000+

UPWARDS OF 300 STAFFERS

PAGEVIEWS

Average 15,000 per week



SOCIAL MEDIA FOLLOWERS

Over 50,000 across four platforms



PRINT

CIRCULATION

7,500 per issue

NOTABLE ALUMNI

- Meredith Levien CEO of The New York Times
- Nancy Barnes NPR Senior Vice President for News
- Katie Couric former "Today Show" host
- Kate Bedingfield White House
 Communications Director
- Jamelle Bouie New York Times Opinion
 Columnist
- John Casteen former University President
- Pulitzer Prize winners Ben Tobin, Michael
 Vitez, Lane DeGregory, Sheryl Gay Stolberg

The New York Times













DESKS



Literary sections that produce unbiased content.

Subjective

Literary sections
that produce
content based on
personal opinions.

Operations

Sections that handle the daily operations of the paper.

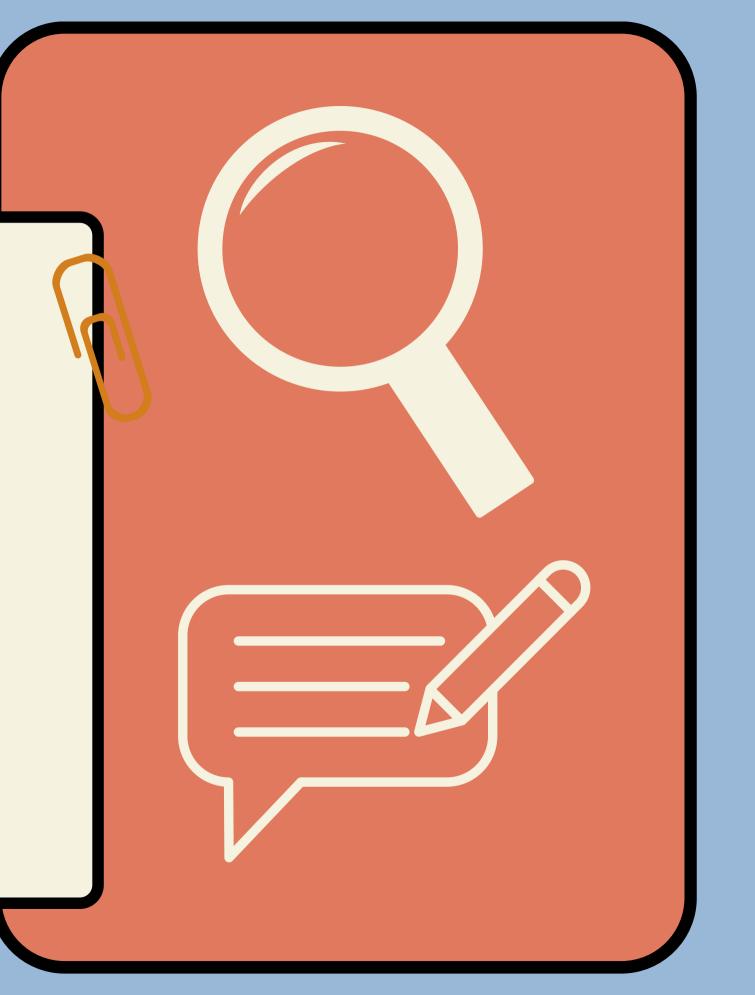
Business

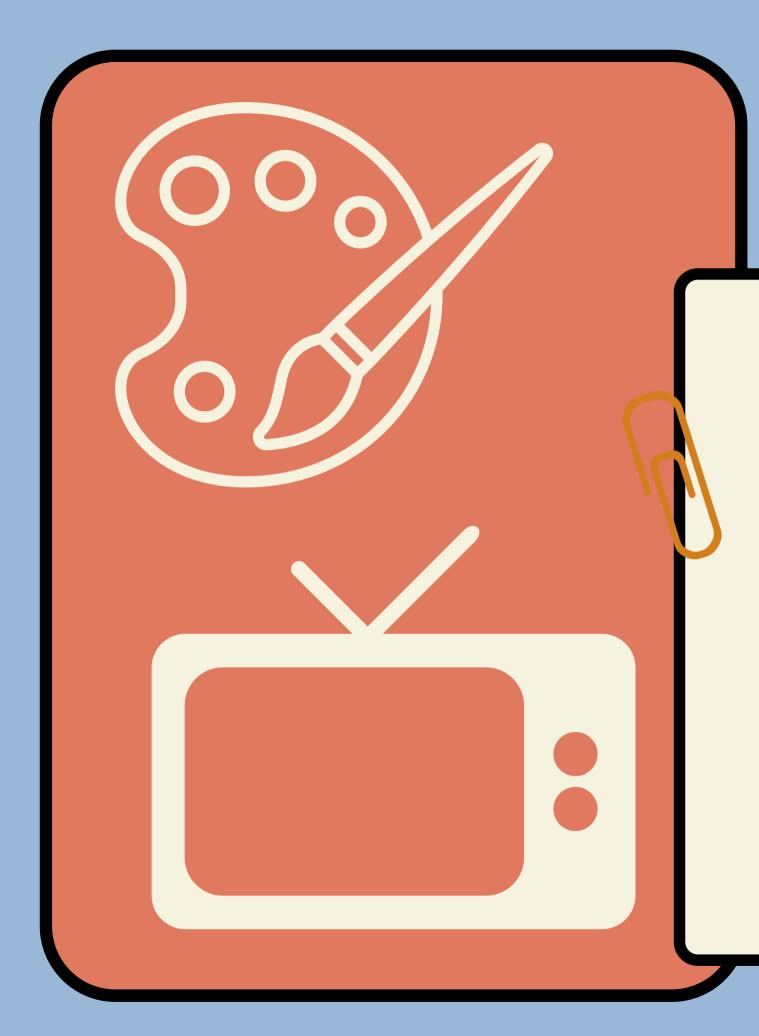
Sections that handle fiscal matters.

OBJECTIVE LITERARY

NEWS

- The news section covers state, local and University news. Staffers pitch ideas they're passionate about at our weekly meetings, and we also welcome staffers to engage in investigative reporting.
- Qualifications: communication, learning ability/passion to learn, idea of an angle/lede, preparing interview questions
- Hours: 4 hours per week





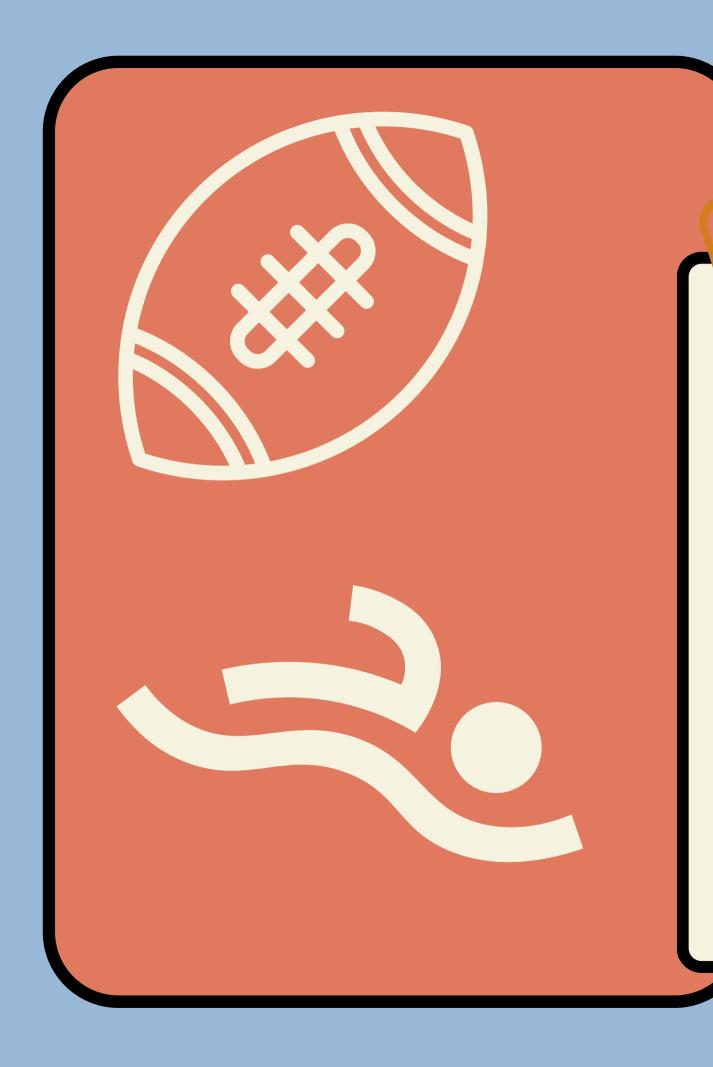
ARTS & ENTERTAINMENT

- The Arts and Entertainment section (A&E) wants to bring on new writers that are passionate about music, art and culture in both the local and national spectrums.
 Because of the broad spectrum of AE coverage, staffers can write about content varying from reviews of Netflix shows and music releases to feature pieces on Charlottesville bands.
- **Qualifications**: Passion for arts, communication, writing skills, ability to take feedback
- Hours: 2 per week

LIFE

- The Life section consists of features, food articles, columns, top 10s and love connection articles. Across all five sections, there are plenty of ways to get involved as Life is focused on highlighting the diversity of the University's events, food and individuals.
- Qualifications: Creativity, ability to highlight community stories and identifying angles, critical thinking, passion for writing
- Hours: 2 per week





SPORTS

- The Sports section is looking for passionate writers to help tell the stories of the University's student athletes, coaches, teams and more. You can interview prominent student-athletes about their experiences at the University, share your analysis for teams' upcoming games or cover the competitions of one of our 27 varsity teams on Grounds with full press access.
- Qualifications: Reliability, timeliness, commitment, unique perspectives
- **Hours**: 2-5 per week for beat writers, 2-3 articles per semester for features and columnists

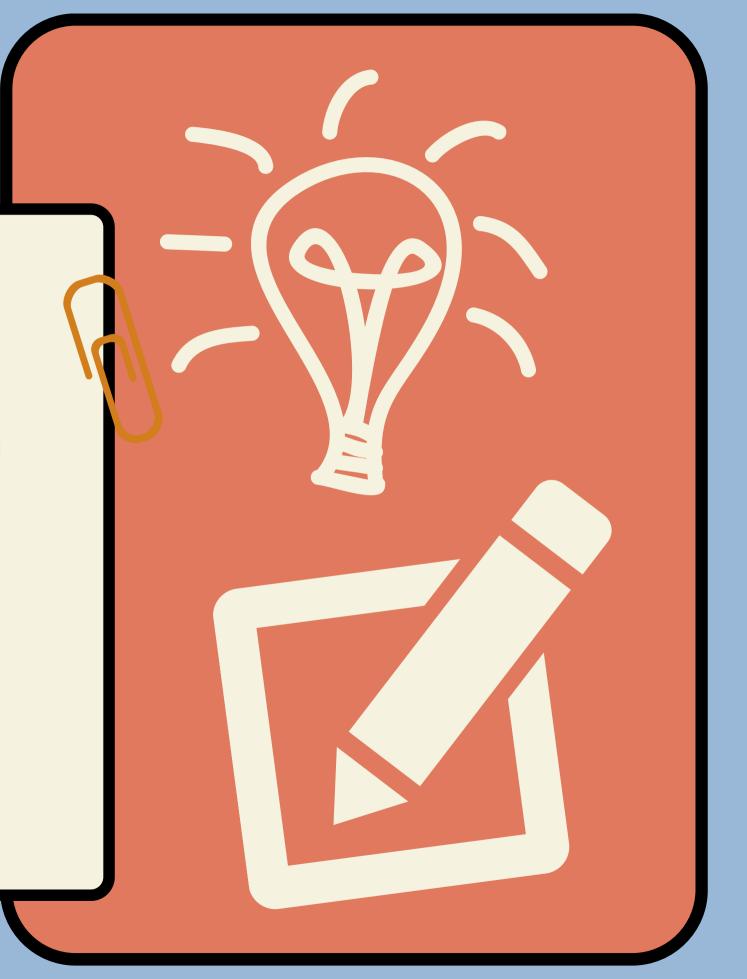
PODCAST

- "Whats the 434" is a podcast that focuses on UVA and the surrounding Charlottesville area. Staffers will aid in podcast production, weekly meetings and conducting interviews.
- Qualifications: Interest in learning, communication, prepared for weekly meetings, ability to brainstorm new ideas, comfort with conducting interviews
- Hours: 1-3 hours per week



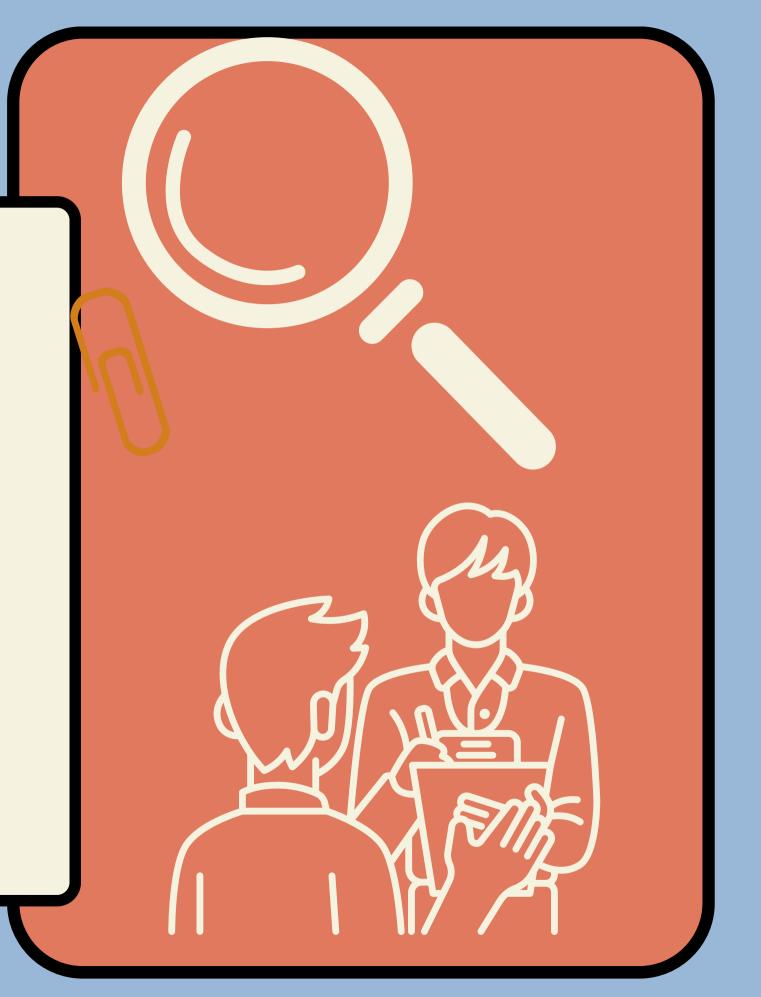
COPY

- The Copy section is one of the most integral sections of The Cavalier Daily as Copy editors are responsible for ensuring the stylistic and factual accuracy of all articles published by Cav Daily. Each week staffers have the opportunity to spend two hours reading a variety of articles in our copyediting chain.
- Qualifications: Great attention to detail, love for reading, critical analysis, ability to read and analyze quickly
- Hours: 2-4 hours per week



FOCUS

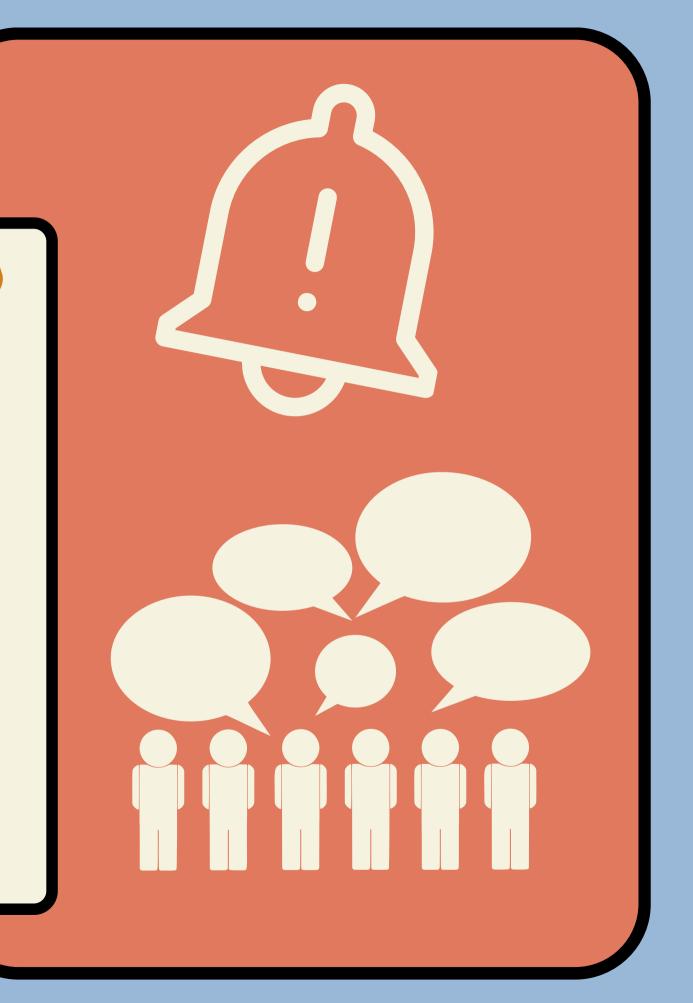
- The Cavalier Daily's newest desk, Focus allows interested writers to work on a long-form investigative report and be compensated for their work. Writers will spend time researching and compiling a unique story showcasing their passion for journalism and inquisitive thinking skills...
- Qualifications: 1 semester on the Cav Daily, researching and writing skills/experience, critical thinking, commitment
- Hours: Writer decides the pace over a few weeks

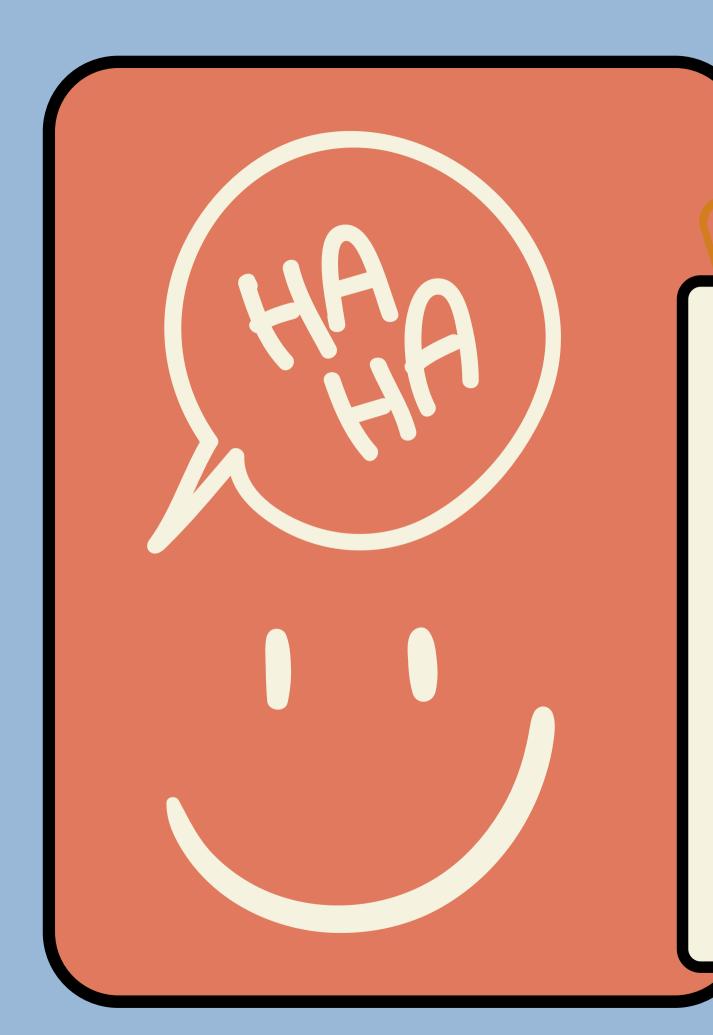


SUBJECTIVE LITERARY

OPINION

- Opinion columnists choose an area of interest to cover and write about — politics, University life, and student self governance are all fair game. If you want to make the University a better place and find yourself interested in speaking out on issues that you are passionate about, joining the Opinion section can give you that platform!
- **Qualifications**: Strong writing and argumentation skills, timeliness, effective communication
- Hours: 2-3 per week



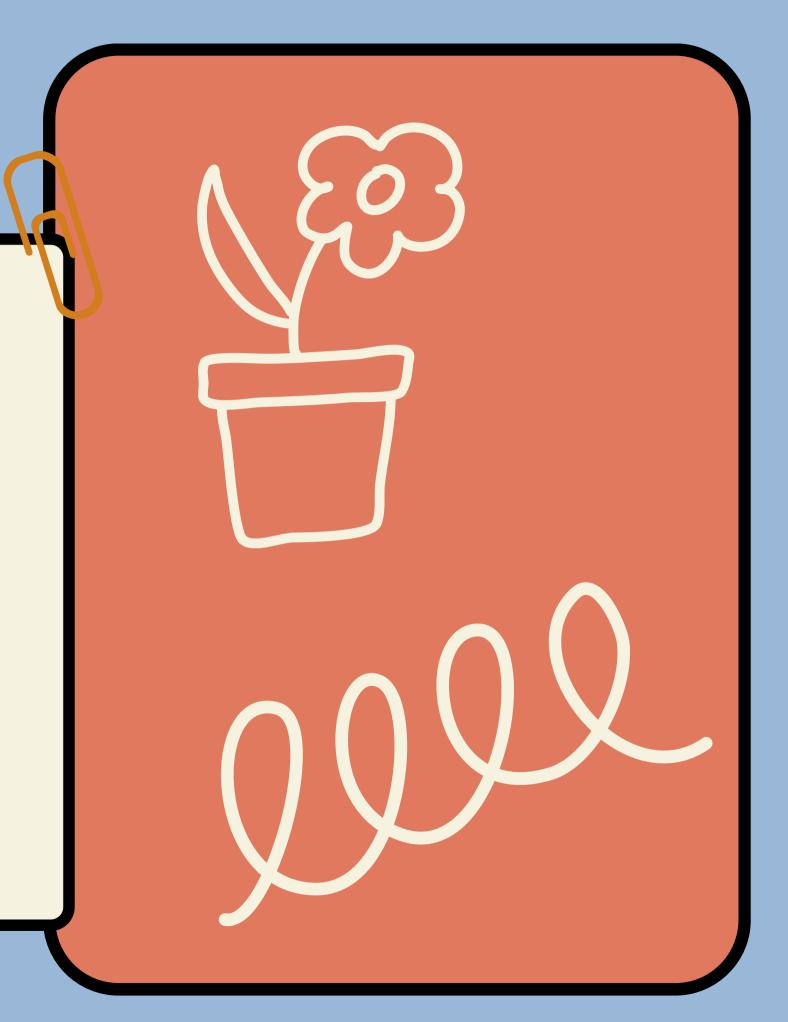


HUMOR

- The Humor desk brings joy and laughter to University Grounds and the Charlottesville community.
- Qualifications: sense of humor, writing ability, creativity
- Commitment: 1-2 hours per week

CARTOON

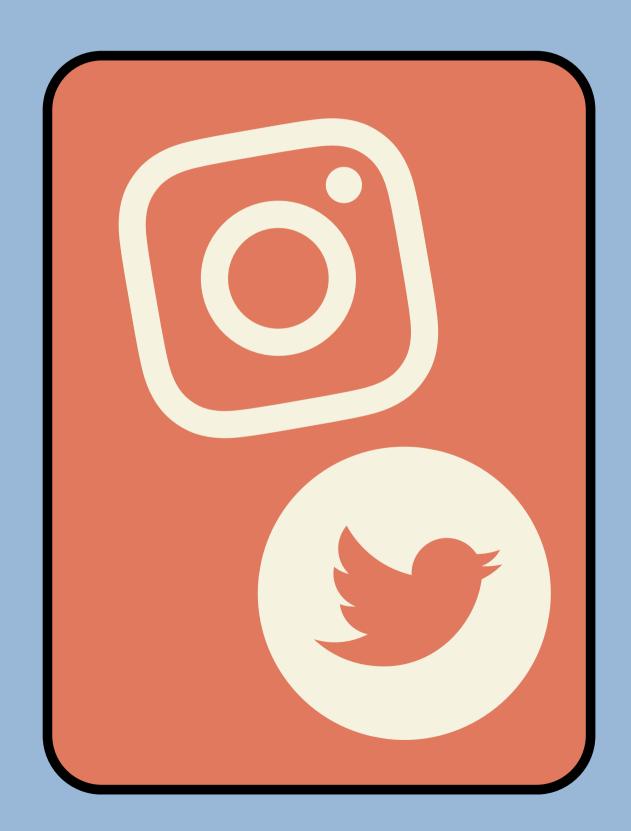
- The cartoon section of Cavalier Daily is home to artists of all skill levels, styles, and interests.
 Content ranges from satire to social to humor to political.
- Qualifications: Drawing ability, creativity, communication
- Commitment: 2 hours per week



OPERATIONS

SOCIAL MEDIA

- The Social Media section manages and creates content for The Cavalier Daily's various social media channels such as Instagram, Facebook, Twitter and TikTok.
- Qualifications: Verbal and written communication skills. creative and detail-oriented, responsive to texts, consistent with posting
- Hours: 2 hours per week



DESIGN

- The Design desk assembles the bi-weekly print newspaper and creates illustrations, vector graphics, infographics and charts for the print and digital paper.
 All Design Staffers are trained on Adobe InDesign, Photoshop, Procreate and Illustrator.
- Qualifications: Creativity, dedication, self-starter
- Hours: 2 hours/week

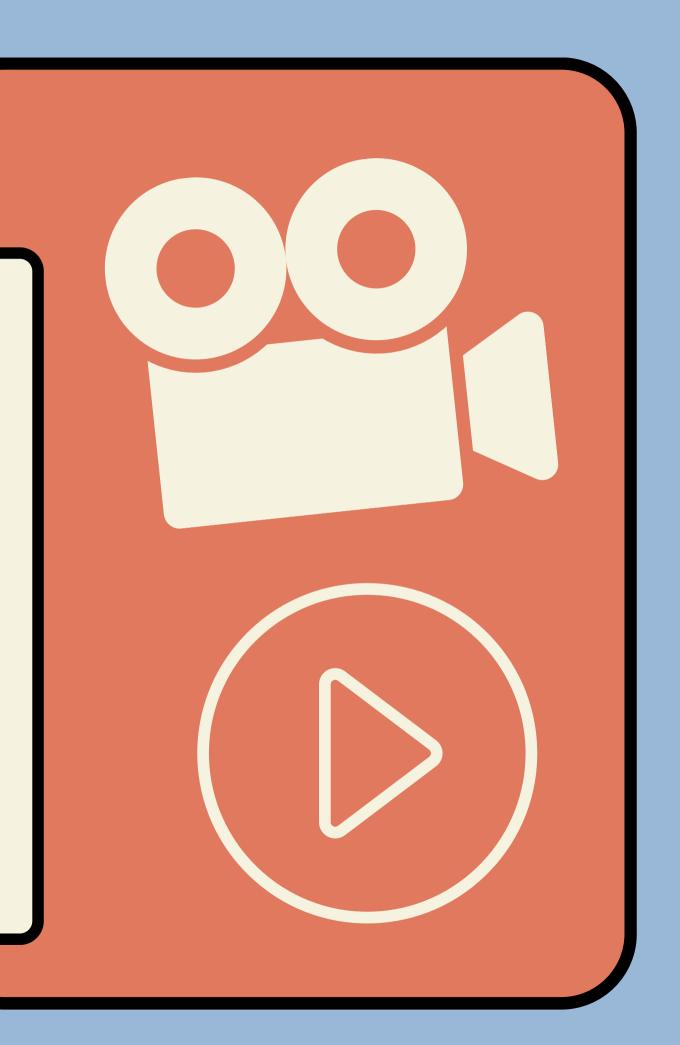


VIDEO

 Video content is one of the most relevant and exciting mediums in news right now, and our goal is to incorporate video throughout the paper and have staffers participate have their own video projects.
 Ideal candidates have creative ideas for content and experience with video editing or production of some kind (editing, scripting, camerawork, etc.), but none is required to join the section.

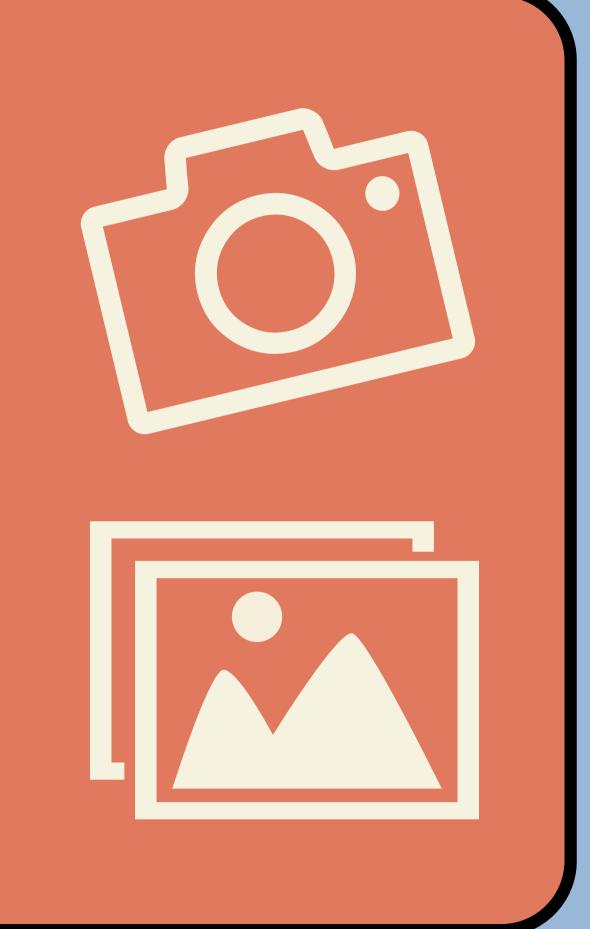
• Qualifications: Creativity, dedication

• Hours: 2 hours per week



PHOTO

- Photographers get full access to the paper's pro-level
 DSLRs and lenses and have the chance to cover a
 variety of events on Grounds from varsity
 basketball games to local concerts, our photographers
 get passes to get right up to the action.
 Photographers' work is shared in a variety of formats,
 including but not limited to: the print edition, online
 articles, Facebook, Twitter and Instagram.
- Qualifications: Photo skills, availability for shoots, responsive
- Commitment: 2 hours per week

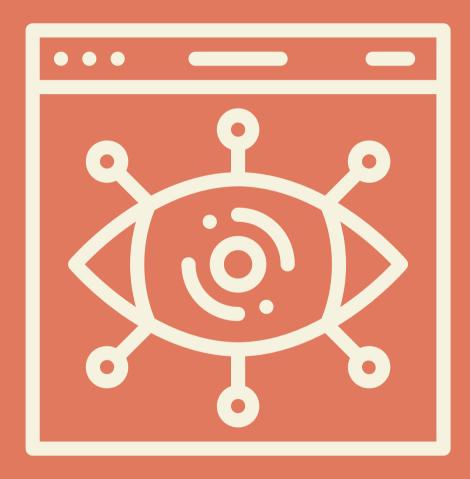


TRANSLATION

- The Cavalier Daily translates content into both Spanish and Mandarin Chinese. If you have a high level of language proficiency, this is a great fit for you! No previous translation experience is needed.
- Qualifications: Proficient in English & either Mandarin Chinese or Spanish, time management skills
- Hours: 2 hours per week

ANALYTICS

- A fairly new desk, The Cavalier Daily is looking for individuals well-versed in data and/or social media analytics to help expand our online presence. The analytics team works with the Analytics Manager to produce weekly analytics breakdowns and handles projects related to our reach and online presence.
- Qualifications: Experience with SEO, data visualization, social media management, etc. preferred.
- Hours: 1 hour per week



WEBSITE MANAGER

- The Cavalier Daily website is the centerpiece of our journalism, and as such, we are looking for a qualified staffer(s) to be responsible for upkeep and management of the website. This includes troubleshooting issues, working with the design team to optimize the layout, and providing the infrastructure to add new pages/links as the paper expands
- Qualifications: Experience with programming, ideally including HTML, CSS, Ruby on Rails, and/or JavaScript, interest in web design
- Hours: 1 hour per week





ADVERTISING

- The Advertising Staff helps ensure the paper has solid financial backing by selling advertisements to local companies! This team will research local businesses and call or email them asking if they are interesting in placing an ad. Staffers earn between 10 to 20% commission on all sales.
- Qualifications: Communication Skills, professionalism, positive representation of CD, handles rejection well, confident speaking on the phone
- Hours: 2 hours per week

BUSINESS

- The Finance desk conducts self-selected projects for the term. Whether it be taking a deep dive into the paper's historical financial records, researching grants, or brainstorming ways to better optimize data collection and financial bookkeeping, Finance staff members strive to better the paper through research and analysis.
- Qualifications: Active, willing to take on responsibility, strong communicator
- Hours: 2 hours per week

So, you're a staffer. Want to do more?

SENIOR ASSOCIATE

Assist editors in completing responsibilities, mentor writers, and edit content.

JUNIOR BOARD

Elected positions that include the editors of each section. Elections are held every December for the following term.

MANAGING BOARD

Makes paper-wide decisions, directs priorities, high-level management

So, you're a staffer. Want to do more?

DEI COMMITTEE

Any staffer can join the DEI Committee and work to make the paper a more inclusive space.

EDITORIAL BOARD

The Editorial Board writes on topics worthy of particularly significant attention and makes endorsements on behalf of the paper.

OTHER ROLES

- Community Chair
- Archivist
- Newsletter Editor
- Social Chair

WHY SHOULD YOU JOIN?







1 COMMUNITY & SOCIAL EVENTS

PROFESSIONAL OPPORTUNITIES

- Networking, skills-building workshops and opportunities to be promoted
- Mentorship programs
- The Cavalier Daily Alumni Association
- Hands-on professional experience and skills that can apply to any resume or job interview
- Portfolio-building opportunities



RECOGNITION

- 2022 Princeton Review Best College Newspapers
- Associated Collegiate Press
 - All-American Hall of Fame
 - The Pacemaker (Collegiate equivalent of a Pulitzer)
- 2021 Virginia Press Association Awards
 - First Place Editorial Writing
 - First Place Video
 - Second Place Covers
 - Third Place General News Writing
 - Third Place Investigative Journalism

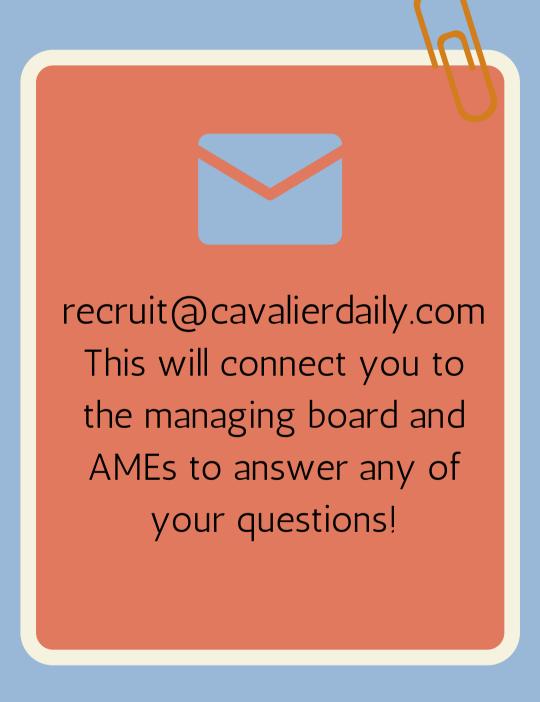


NEXT STEPS

- Our application opens Friday Sept. 1
- Fill out the application form by 11:59 pm Friday Sept. 8
- You will be asked to:
 - Answer a few questions about your commitments
 - Express your interest in The Cavalier Daily
 - Provide a writing or work sample if applicable
- Use the QR code for a recap of the desks, FAQs, and the application for new staffers and transfers



Contact Us!



Now please join us for an open house!

THANK YOU!

You can speak to section editors, get help with applications, and ask any questions you might have about The Cavalier Daily!