

Tips from the Trenches: Guiding Your Career as a Latter-day Saint Media Professional

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Jodi Reynosa: Hello everyone. Welcome to the 2020 6th annual LDS PMA conference, and although it's virtual, I hope that you can feel of my love and my connection with you. And I hope you can feel the spirit, because that is who is going to be guiding me today in all that I say. And I have prayed for the Lord's presence to be with me as I basically disseminate my testimony and my journey with you today. And I am a little bit nervous because I don't normally do things this way.

I usually interview people, and it's a two-way conversation. And not only that, I'm either on the other side with somebody interviewing me. Or, like I said, vice versa, where I'm interviewing them.

And so this is a little bit different, where we're doing things on zoom. But nevertheless, I'm excited. I'm excited to be here and the workshop that I am able to give this year is very exciting. It's called Tips from the Trenches: Guiding Your Media Career as a Latter Day Saint Professional, Media professional. And if you sign up for this workshop, I'm excited for you. If you accidentally stumbled upon this workshop, Please stay, you're still going to learn a lot. All right.

So, let me kind of get set up here a little bit. Because we have some buttons here that I just want to make sure I have in order.

And, just give me a second, pressing the right ones. And I want to make sure that I get my PowerPoint set up. Okay, there we go. There's the PowerPoint.

All right. And it looks like I need to go backwards. Just pretend you didn't see that yet.

Okay, so I want to make this quick, because I want to get to the juicy part. And that's when we are live. And we get to do some q&a with you guys.

Because I know there's probably various demographics here that, you know, came to this workshop. Whether it's people who are trying to get into the broadcast industry or the media industry.

Or it's maybe somebody who's been a stay at home mom who's trying to jump back in. Or maybe you're a content creator and you just came to, you know, see what another content creators doing. So, nevertheless, we're all going to learn together. And that's what I'm excited about. So like I said, this is the workshop called Tips from the Trenches: Guiding Your Career as Latter Day Saint Professional And just to give you a little bit of background about me. I've been in the media for about, well, it's been over 20 years, actually. And I've been in various facets. So, from newspaper, to radio, to television and The predominantly it's been television for me. So I've been an anchor reporter, and where I started out was behind the scenes. Where I was an associate producer and then I moved on to become a producer.

And at the time I was actually at BYU and I did an internship in Albany, New York. And that's where I became The producer, associate producer overnights and at the time I was married with a newborn baby. It was, oh my goodness, so tough.

And you just kind of make it work, because you're so hungry to get into the business. And if you want to hear the whole story, because I'm kind of limited on time. I'm only going to do 25 minutes of this because I want to do the Q and A but It's on LDS profiles with Brian Howard. And that's on BYU TV. Even though we did the interview last year at the LDS PMA conference in 2019 It just recently aired on BYU TV. And it was such a delight to sit down with Brian and share my journey with him.

And all of you. So that still actually on the website. You can go and click on it and I share my entire journey.

From where I started at BYU, which they had an excellent program, they still do. And then jumped into my internship in Albany, New York, and then it kind of tells the subsequent stops that I had For television and radio. But basically I started in market 174 and those who do not know the TV markets. There's 200 markets so 200 would be like Podunk Alaska to number one being New York City. Number two, being Los Angeles. So I went from market 174 which is

upstate New York. And then I moved to market 50 which is Scranton Wilkes Barre Pennsylvania.

And then I jumped to market one which is New York. And so there was one news director who said, You are such an anomaly, to be able to jump that fast.

And I have a lot of support at the time when I was married and you know it was it was rough though because when you are married and in the broadcast industry as well with a baby, you were doing so much and I was so sleep deprived And I share kind of that challenge on LDS profile. So I'll let you go see what that challenge was all about. And essentially, it, it puts such a challenge on my family. It did break them. It did break up the family and The thing about the challenge though is I didn't just crumble into like woe is me. I don't see myself as a victim, but a victor. Because that challenge, was the catalyst to open up so much for me. Not only spiritually, but it launched me into so many different chapters that helped my spiritual growth. So, I consider it a spiritual growth spurt.

So I'm kind of looking at my notes here because I just want to get through all of these things with you as well. So Jump forward from market 50 in Scranton Wilkes Barre Pennsylvania to market one and that that was when I was at news 12 in New York and I did all sorts of things. I had special assignments, where I interviewed presidential hopefuls. I had a show that I hosted called meet the leaders, and all sorts of politicians. So I also covered the New York State Republican Convention.

Actually, there was a heated debate against Hillary Clinton and Jeanine Pirro. And right now, Janine is actually considered the judge. She she has her own show called The judge on CNN so And now she actually jumped over to Fox, I believe so. So many exciting things that I was able to cover in New York. And it's just, the things that you get to do in the media absolutely amazing.

Now when I did radio. I'll tell you a little funny story. So I did a stint in radio during or just after just subsequent to my internship.

Now with radio my news director said, Okay, I also want you to do sports. and I was like, please do not make me do sports. I, really, even though I played basketball and volleyball growing up.

I just did not want to cover it. I'm just not into the statistics and just all of it. So he said, just do sports. So I called the sabres the sob rays. I mean, when you look at it.

For me, I thought it was like some Spanish word, and he's like, okay, you don't have to do sports. So luckily we got that off the table. Real quick. So that was pretty funny. And then fast forward.

And going through this really quick because I want to get on to, like I said, the q&a with live. I want to answer so many questions because there's so much to the media.

And one of the things that comes to mind is, you know, everybody talks about fake news, you know. But instead of fake news make news. Okay, that's, that's my mantra, because so many of us can be content creators and that's what it's all about, right now.

But, fast forward to last year when I actually had the opportunity to launch a YouTube show called Guided; helping you navigate your divine journey.

And that was, it still is, such a labor of love for me. So I was on my way back from Sedona, Arizona after a conference. And it was just such a lovely time and the Spirit said, you're going to have a show. It's going to be called guided And you are going to be interviewing people from all walks of life. At the time I was listening to a book called The psychic warrior. And it was about a gentleman who was a former remote viewer for the CIA. And I was just so enthralled in his journey and his story. And I thought, I not only want to interview people like him, but I want to interview people, you know, who maybe are, they're on a certain trajectory in life. And then maybe they have this aha moment or they just have a moment where maybe the Spirit says nope, you're going to go a different way.

And those are the types of stories that really are intriguing to me because, you know, the whole show is based on Joseph Campbell's hero's journey.

And where, you know, we were in this, you know, common, as he calls it, this this everyday common world. And then something happens to us. Whether it is a death in the family, whether it's a divorce, whether it's, you know, just something that so challenging it really just rocks, our world. And then we are faced with, Okay, what are we going to do.

And it's at that moment. We can either wither and kind of die, emotionally and spiritually. Or we can rise up and that can be a launching point for us.

To do something so amazing with our lives. If we align with the divine and allow the divine to launch us to the next point of our spiritual growth.

In what we're supposed to do in this life. And using the media as a platform and a tool.

Actually can be part of that mission. And you might say, what? The media? How? You know, it's so negative.

Right now you see the polarization on both sides, you see so much finger pointing, especially on these shows where you see them debating. Right? And it's just like, oh my goodness, sometimes you just want to turn it off. Believe me, I know. But I'm going to give you an example, later on, where you can actually use the media for good. In fact, my last stint in television was at an NBC affiliate in Oregon.

And one of the franchise's that I produced and recorded on, was called acts of kindness. And so with that, it was so lovely. Because I was able to identify people in the community that did acts of kindness. And then I was able to go and actually give them money. So like \$100 to \$150. Sometimes \$200. And it was all because they were reaching out to those in the community. And doing something that would shift, basically the Community's frequency, to something higher. You know? Something better. Something that would serve the community. And so to be able to do that with using the media as a platform. There's so many ways in which we can do that. So The media actually can be good. Now, this is how I see the media. It's neutral, just like our computers, okay, just like the Internet.

It's what we do with it, that is key. Now granted, there's a caveat to that. With some stations, they might say, Okay, you have to run this story.

There was a point in time at the last station I was with, where they said, Okay, you have to run. It's called a must run, and you have to put this in your show.

Now, those are things you have to navigate around, okay, because you're being fed what to put in your show.

Okay, those are some of the things that you, you almost have to acquiesce to in that situation. Now, on the national level, that can be really tough. Because there's a certain narrative. And that is kind of why I decided to also do my own show, Because I was the master of my own ship. I was able to create and produce what I wanted to send out and disseminate to everybody else in the world. And it's like I said, it's really become a labor of love.

So moving on here and here. Oh gosh, I haven't even moved on to the next slide. But let me tell you real quick. And let me go back.

Okay, so I'm talking about my show guided and all of that. And I invite you to subscribe. It's on my channel Jodi's gems.

And you can subscribe there. I just surpassed more than 1000 subscribers and I'm so excited. So I invite you to subscribe.

Okay, so how to build a successful media and publishing career, in a drastically changing industry. So right now.

There's large conglomerates that are really consolidating. And their competitors, As I've talked about already, It's social media. Because, quite honestly, everybody's a content creator. Anybody can pull up their phone and record footage of say a crash that happened. Right? on I 15 or, you know, I80 or something. Or, anybody can report on a fire that they're seeing. Immediately. Now the news stations are actually relying on a lot of the citizens to just send in some of their footage. Which is really helping them. But those are the competitors right now; social media. So they're trying to figure out how they can compete, which is really interesting, but, we will get into that. Now, how to establish your value, differentiate yourself and thrive amid all the politics. Okay.

Well, using the be brave method. Okay, that's, that's really how you can do all of this. Now, first of all, you have to be brave to even step into the media industry at all. Okay.

Believe in yourself. Okay. That's the first thing. Believe in yourself. How do you believe in yourself. Okay.

First of all, To do the inner work. To do the inner work where you are, maybe even looking at the shadows within. Looking at the negative scripting, and clearing that away. So maybe it's working with a counselor, maybe it is doing some positive affirmations, but Believe in yourself. Maybe it's asking the Lord to see you through His eyes. Empower yourself, Okay, how do you empower yourself? Well when you're seeing yourself through the Lord's eyes that is going to bolster your, your view and your vision of yourself. And what is the theme this year. Well, empower yourself through vision. Alright, so Build.

So build experience. How do you build experience. Well, I talked about doing an internship, through college. And just after my coursework in college through my undergraduate. So I cannot stress enough how important an internship is. Now for you, moms, who are trying to either get back into the industry or get into the industry at all. I would say start where you are. Okay. So

build on the experiences that you've had throughout your life. Through your own experiences. Being, if you have kids. What is it like being a mom. If you don't have kids. What is it like as far as maybe your hopes your dreams. Maybe them not even coming true yet.

I would say One of the portals of power for all of us are our challenges. And one of the things that actually came to my mind today.

And I'm so grateful when, and I'm going to try not to get emotional, but during those points of weakness. Those points of weakness, or any trauma that we might go through, become portals of power. Because we might just put up our hands and say, okay, take the wheel, Lord, take the wheel. And that's why, really, He can come in and talk to us. And give us what we need. at that point. Because that's when we relinquish our control.

And those precious messages are so important and vital. And today He said, The beauty is in your imperfections. Because in your imperfections, those are the times when people can really connect with you.

And that, that also brings me to the, not the next one. But the one after, is authenticity. But before I hit authenticity. We need to make sure that we also renew We need to renew ourselves. So after we build that foundation of experience, and we can do it from exactly where we are. Wherever we are in our lives, we can build from. OK. That can be our launching point So, we also need to make sure to to renew. Okay, stop, stop on that treadmill of busyness and renew. Don't be a human doing, be a human being and renew yourself. Pray. Meditate. Just be.

And whatever it is that helps you to renew, whether it's being out in nature. I also talked about this last year in my workshop, and that is setting up a sacred space for yourself. So, you know, maybe it's a meditation mat. Maybe it's a time to go and do some yoga. Maybe it's a time just to go take a walk in nature.

Maybe it's just five minutes where you're like, I just need to go and lock myself in the bathroom away from my kids so I can, have just a moment of serenity. I actually saw this funny video where this mom went in her car and locked the door and her kids are, like, banging on the window, like, Mom, mom, what are you doing? But she just needed to get away for like five minutes. So, whatever it is, you know, take the time to Sharpen the saw, as we all know, Stephen R Covey talks about Sharpen the saw, so that you will become efficient.

And you are not going to, you know, keep cutting with a dull saw. OK. So again, authenticity. Let's get back to that. So when you're having those challenges.

And you feel like, I might not be able to to do what I want to do. Because it's not perfect yet. You know, whether it's, you want to have a class online. Whether it's, you know, I want to do something in the media. I want to write a book, whatever it is, but it's just not perfect. I just don't have it polished enough. Okay.

That imperfection, though, is beautiful. Because, like I said, it connects you to people and they're not perfect. And when you're not perfect. You give them permission, to just be human. And you're more relatable. And when you're authentic, and your authenticity comes through your beauty comes through. And...

One of the people that, and she's I believe speaking at this conference as well. But one of the people that I really feel just comes through. So authentically Not only when she teaches, but when she sings is April Meservy. Oh my goodness. She just oozes authenticity. And not only that, but love.

And so, whatever your signature note is in the choir of humanity. That is what you want to send out, that authenticity. So really dig deep. Okay. For the longest time. So back in the day I did pageants, okay.

And one of the things that they told me, some of the judges actually afterwards they would give me some feedback. And one preliminary that I did, This one judge came up to me and he said, do you normally say yeah? And I said, Yeah. And he said, then don't say yes, say, yeah. I want you! I want the girl who gets off of her skateboard or surfboard, and says, Yeah. You know, you're a California girl. So do, you know, do what you would normally do. He said, we want to see your authenticity. We don't want to see that groomed girl who turns on a dime, And does everything so coifed and perfectly. Now there might be other states, like, sorry to say, Utah. Because I have competed in those pageants as well. But Utah has a different style. In California, no, they want something different for their girls. So when I competed in Miss California, back in the day, that's that was their advice to me. So your authenticity needs to shine through.

Don't be afraid of that. Okay, so V2 and I put V2 because vision and variety. And, like I talked about before, part of the theme, or the theme rather, for this conference is vision. Empowered through vision. Okay. How to get that vision. How to uncloud your vision, so you get that clarity of vision. Well, you need to align with that authenticity. How do you do that? For me, it's been really being still. And quieting my mind, and Praying and meditating and, again, asking to see

myself through the Lord's eyes. And then there's so much clarity. So gain that vision. Now the variety comes in when, at least for television.

What news directors, want to see from you, if you are building a reel, is they want to see variety. Okay, so they want hard news. They want soft news, meaning they're going to want something on say a feature. They're going to want to feature. They're going to want something where it's more, a show and tell. They always want show and tell. So they're going to want a walk and talk, as far as all your stand ups. They're going to want you to show, like okay so cell phones these days. You know, I'm showing and telling I'm showing you my cell phone. Okay.

All of your stand up should walk and talk, even on your Facebook lives. Okay. If you're a content creator for social media, you're going to want to show people as if they are there with you at the scene. Okay, that's important.

You want to invite them in wherever you are. Okay, so that's the variety that you can create. I even do Facebook lives, not that you should do this, Okay, (Alarm ringing) Oh gosh, my time is already up. How fast is that? Okay, I'm going to set it for five more minutes, because I set it for 25 but we have five more minutes for it to be 30 minutes Alright excuse me real quick, and I will set it for five more minutes. Gosh, this is so fun, isn't it? But I'm excited for the the Q&A. Okay. Five more minutes.

So, Only do this, if this is safe. And if you have like, a little holster for your phone in the car. But I'll even do Facebook lives in the car while I'm driving.

Don't do it if you have to hold it, because that's dangerous and it's against the law.

Do, do the Facebook lives or the Instagram stories, wherever you are, because it invites your viewers to be, as though they're there with you. Okay.

Show them something interesting. Now experience, we've already kind of touched upon, with build. You're building your experience as you do things, and it's over time that that experience comes. And it's over time that that wisdom comes. And so when that experience and wisdom is built, you're able to make decisions that are informative. That will inform those decisions as far as like, what to do, how to do it. As far as like my stand ups, for instance, I actually used to report from the chopper at my station in Scranton Wilkes barre Pennsylvania. And there's certain things that they would say, Okay, show me this, show me that, do this. Well, after some experience, I would say, okay, they're going to want to know this, that, they're going to want to see this. Like There was a water main break and there was this huge gaping hole. Okay, well of

course they're going to want to see the hole from that vantage point. And they're going to want to know, you know, why wasn't the city you know, doing this to remedy the situation. There's just certain things that you will know through experience.

As to how to frame and craft your story. So that comes through time and just doing it.

But yeah, the chopper. Whoo. That was tough. That was tough. I...motions. I get really motion sickness so that that was quite quite the story in and of itself.

I went on an hour and a half, right in the chopper and I was green and literally throwing up and they're like, okay, you go You go live. You go live in five minutes. I'm like, are you kidding me, I can barely stand up, like, sorry. You're live in five minutes.

So you have to pull it together. And so that's what I mean by brave. Be brave. You it. I mean, not only do you have to have some thick skin but all sorts of things.

Now, okay, two minutes and 15 seconds. Okay. What else do we have here.

Okay, we kind of already went through this. But how do you decide your path or paths. Okay, well there's prayer. There's meditation. There's fasting.

Michael Bernard Beckwith talks about visioning okay visioning doing vision maps. Okay. Similar to vision boards, but you're visioning your future through your third eye.

Create a sacred space I talked about that. So you can align with the divine. Write affirmations of love for your next chapter of life. And I can go into that for the Q&A as well. And We talked about being a human being, rather than a human doing and stop. So you can actually be okay if you're just doing, doing, doing, doing, you have, you don't have time to receive from the spirit.

Okay and this is a quote that I came up with a couple years back, because everybody's journey is so different. Okay. Oh, life, what a unique experience you are- for all of us. Tailor made to, ultimately, create the masterpiece we so deeply desire.

And there you have it. I am going to share with you real quick. If we can get there. Okay, my trailer. So let's go ahead and play that.

Were you feeling like you were on a path and had this trajectory and then all of a sudden, maybe you felt guided to go a different way? Waking up one day and saying Oh! This is the epiphany.

When you connect to the matrix field in this waveform expression of yourself. What was that like? Did you ask his name? Her name? What was that encounter like? What's your reaction then? What types of things have you learned? Find out more about the incredible eye opening, jaw dropping things he discovered on his top secret missions Ever wonder what would happen if you woke up with a superpower. Or, what about if a perfect stranger on the street came up to you, and called you by a different name? I've incorporated crystals into my life I've incorporated Meditation.

Welcome to guided, where I take a closer look into the journey only brave souls dare to take. Guided by an unseen benevolent force. Perhaps rife with challenges, as in the hero's journey, yet if taken leads to a life, you've always imagined. A life calling to you.

Well, I just want to say thank you so much for joining me. I'm excited for the live, to be able to talk to you face to face. And for all of us to be really interactive. So, I, I'm excited about that. But I just want you to know that we are all guided, although our journeys may be different. We really are guided if we ask. And if we allow ourselves to be still so that we can receive that guidance.

We will receive it. So I will see you shortly. All right. Talk to you soon.