

Nexstar's Top Recruiter Shares Career Advice for University of Alabama Students

TUSCALOOSA, Ala.— Top recruiter and a manager of one of the nation's biggest media groups visited University of Alabama news media students to share about his career at Nexstar Media Group and advise students in the field of journalism.

Senior recruiter at Nexstar, Travis Ruiz, spoke to UA news media students on his experience in the journalism field at Nexstar, having worked as an anchor, reporter, producer, and now a news director. He encouraged students that Nexstar is looking for talent for every aspect of the field, behind-the-scenes and on air.

Nexstar owns 200 TV stations and one radio station, constantly adding more stations to their media group. "We are trying to do something crazy," Ruiz said, "We are trying to make the news unbiased."

Nexstar's headquarters are in Irving, Texas, with 14 Texas stations surrounding them. Ruiz is currently stationed in one of these locations, in Abilene, Texas. With markets spread across the nation and ranging in size, "jobs are available near almost everyone," Ruiz said.

Here in Alabama, Nexstar has six television stations in Birmingham, Dothan, Huntsville, and Mobile. Most recently, Nexstar added its 200th station KUSI-TV in San Diego, California.

The purpose of Nexstar is primarily to serve the community, making it extremely important to "hire people who are representative of the community," Ruiz said. Nexstar has multiple groups to prioritize diversity in its stations such as The African American Trailblazers, The Ladies of Nexstar, Veterans Voices, and more.

Nexstar also prioritizes journalistic integrity in its work, employees, and reporting. Every employee must be aware of and sign to agree to follow certain journalistic principles.

These principles include accuracy and truth, fairness and impartiality, transparency, minimize harm, and many more.

Ruiz expressed how these principles are increasingly important to protect their community. The number one rule of journalism is that “journalists are people to,” Ruiz said.

“We are journalists living in these communities, this is home,” Ruiz said, “so we have to think if a report will do more harm than good.”

Ruiz advises students to start making a portfolio and to join employment focused social media platform, LinkedIn. “LinkedIn is the number one way that hiring managers contact employees in the media business,” Ruiz said.

Ruiz invites students and prospective employees to start their networking now and to connect with him through email or LinkedIn. “I want to be your first connection,” Ruiz said.