

*The Grind*  
*Surviving & Thriving in TV News*

**Transcript**

**Tara Lynch Media**



\*Music\*

(Nat./News SOT) \*Static\*

“Good evening, I'm Jordan Norkus thank you for joining us for 18 news at 5.”

(Nat./News SOT) \*Static \*

“I'm Zach Wheeler and I'm Jordan Norkus thank you for joining us for 18 News at 6.”

(Nat./News SOT) \*Static \*

“I'm Jordan Norkus thank you for joining us for 18 News at 10.”

(Nat./News SOT) \*Static \*

“Good evening everyone I'm Zach Wheeler and I'm Jordan Norkus thank you for joining us for 18 News at 11.”

(JORDAN NORKUS) \*Music\*

I got my bachelor's at a pretty expensive private school. I got my masters at the same pretty expensive private school, and I've racked up a lot of student loans. The pay is rough when you first start, and I feel like a lot of people, not even just the pay, but they don't want to put the work in you know like. When you first start, there's so much like you have so you're wearing so many different hats. You're anchoring, reporting, producing, editing. You're literally doing everything, which is... it's great. Those are all so important skills to have you know like, to be a true multimedia journalist is so valuable. Finding the passion in your work, working hard and being a woman in this industry you are so much bigger than your looks. There you have a story to tell, and you tell that story great.

(Nat. Sound) \*Music\*

Clock Ticking

(JORDAN) \*Music\*

I work for WETM has the primetime Evening News anchor.

(Nat./News SOT)

"The legislative session today has come and gone, and the governor's emergency executive powers have survived, at least for now."

(JORDAN) \*Music\*

I work at Jim Gym in Elmira as the front desk associate. So I take care of membership, go around cleaning, make sure everything is sanitized for COVID guidelines. I'm a bartender have run in thirds Sports Bar. Basic bartending duties there. And then I'm also another bartender/barkeep at a brewery Upstate Brewing Company. When those jobs are busier because obviously it's a lot more engaging, make more money and it goes by quicker so I don't know I feel like the quicker the pace of the environment. The more I thrive. I feel.

\*Music\*

So usually I set my alarm for four . It gives me like intervene like a about a half hour to get myself together.



And today I set my alarm for three o'clock, hoping to get up early, shower make myself look nice and presentable. And I just kept laying there, staring at the ceiling, and then too much time passed. I was like well I guess I'm putting on a hat today.

That starts my first shift that job's a lot cleaning based. So I'm going around sanitizing all the machines. Greeting the people. Meeting the community firsthand.

\*Music\*

(GRANT CHUNGO) \*Music\*

When I was in high school, I did a lot so I thought I worked hard, but seeing what she does here this full-time job. You know this is more than a full-time job because it's stressful and you know it's our lives, the fact that she could do that. Take a nap. Go there and still have that like smile on her face. I don't know how she does it, which is crazy. That's why I like to help her out whenever I can, even if this is bringing her coffee to get through the next couple hours.

(JORDAN NORKUS) \*Music\*

The thing is with coffee I don't know I couldn't really ever drink it. I'm trying to like weasel my way, because like I need it. I need something. I'm like warming up with like hot chocolate espresso shots and they're kind of doing something, I guess.

I've had so many people come up to me like, "Whew, I don't know how you're doing it." I'm like, "I don't know how to do it either."

It's hard working, working constantly working. It'd be nice to have a day off every once in a while, but I don't know, I like being immersed in the community.

(Nat. Sound in Theater) \*Music\*

"Unless I manage to get something from Big Daddy when he dies of cancer...Skipper is dead... I am alive!"

(JORDAN NORKUS) \*Music\*

My whole life I've always been a performer. I love being in front of people. I started in early age doing dance classes. I was a cheerleader, and then I really found my passion for acting and singing so I've done that my entire life.

(Nat. Sound in Theater) \*Music\*

"By my side. By my side."

(JORDAN NORKUS) \*Music\*

And I actually went to school for physical therapy. I was in a three plus three accelerated Doctorate program, and I liked it ,but I was like, I'm not feeling passionate about this. Because I'm such a passionate person, I want to feel something. I want to feel something from my work. I like being in front of people. I like telling people stories, how can I culminate the two. I took it was like some kind of news writing class for a newspaper as an elective, and I loved it, and I actually I excelled at it I was like you know what, maybe this is something more for me you

know more something I would actually enjoy. I ended up doing the switch caught up on all the classes and the rest is history. From there, I learned from an early age, the importance of managing your time and setting priorities, too. When you have so much coming at you, it's like, okay, like I do this this this and this, how do I decide what stuff to get done first because it can be so overwhelming. So I think having all those kinds of responsibilities at an early age, kind of set me up for that and prepare food for my future to come.

I feel like between all four of my jobs, they are all so community base. If anything, I feel like once they see me out not only getting to know the community but actually working with the community. They also have more respect for you, it almost like makes, they're like, "Oh wow! You're a real person like you're actually like you're making my favorite drink or like you're cleaning the treadmill."

(GRANT CHUNGO) \*Music\*

Some people come and they just do the job and move on. But she again has all these eggs in different baskets, you know what I mean so she is leaving an impression on everyone. People that don't watch the news you know not everyone that comes to the gym watches the news they know her from the gym. Not everyone from the bar watches the news, so they know her as that.

(JORDAN NORKUS) \*Music\*

I think it makes it even harder thinking about how other people think it's glamorous, you know. We don't get the makeup artists. We don't have the hair stylists. We're lugging our equipment around ourselves; you know. Most of the time you're a one-man band. A lot of the stories we cover aren't glamorous you know. We can do a lot of hard stuff.

(Nat. Sound Newscast)

"The US has now surpassed 500,000 COVID related deaths,"

(JORDAN NORKUS) \*Music\*

But it goes back to you know like I said the pay isn't a great and it's, It's a reality it is what it is.

(Nat. Sound Control Room) \*Music\*

"And Jordan."

"Well thank you for joining us for 18 News at 5, but don't go anywhere your 5:30 News is happening right now."

(JORDAN NORKUS) \*Music\*

It feels like you have a burden on your shoulders sometimes and it's sometimes it's hard to get past them. I call them late my funks. I get them every once in a while. Everyone does, especially now with COVID, mental health is like so important you know and everyone, it takes a toll on everyone somehow whether it's big or small. But I think it's you know matter of remembering what you're doing is important the work you're doing is important, but I know it'll pay off in the future. I know I'm putting in my time now and it's going to have such a big payoff for years to come.

(GRANT CHUNGO) \*Music\*

Each job that she does, she's still the same Jordan Norkus, so everyone knows that.

(JORDAN NORKUS) \*Music\*

I am who I am, you know. It's my personality. I'm not you know what I mean. I'm not gonna put up a front and be like, "Alright, I'm news Jordan today. Oh, today I'm bartender Jordan or today I'm sanitarial like front desk Jordan." I'm always me and I feel like that's why I feel like I have such a great relationship with the community because I'm always myself and I love to get to know them and have them get to know me vice versa you know. I'm a very open book with them. So I'm always Jordan.

(Nat. Sound: Conversation in Newsroom) \*Music\*

"Growing up, my mom gave me everything my brother liked. She knew I didn't like Fig Newtons. She knew I didn't like bananas and she knew I didn't like peanut butter and jelly. "What else did she know Jordan?" "Yeah. Did I get that? Was that my lunch? Yes, I hid them behind radiators."

(JORDAN NORKUS) \*Music\*

You know when you have that feeling, you can't quite explain it, but it's just like a deeply embedded feeling like I know I'm going to be successful. I know I was put on this planet to do something and make a difference and for me that's telling people stories. You've gotta push yourself and that's how you grow. Push yourself by jumping out of your comfort zone. You find out new things about yourself. You grow so much and you shock yourself in the best way possible.

(Nat. Sound Newsroom)

"Wow!" "You've gotta film that!" "Whoa!"

"Who's the star?"

"Well, if the camera is on me. Stop!"

(Nat. Sound Studio)

"How'd I do"

"She says how'd I do?" "I can do it again. I have legs."

"She gets up here, looks dead at the camera."

"How did I do!"



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