



Patrick McDonnell

Staff Reporter, Agricultural Producer Magazine

- 39-years-old
- Divorced, no children
- Bachelors in Literature & Journalism
- Comfortable using a computer, advanced Internet user, with a T1 connection at work and cable at home
- Uses email extensively; uses the web about 2 hours a day for his work

“I want good stuff and NOW!”

Patrick spends most of his time researching and writing articles that are relevant to the audience of the magazine he works for. Recent happenings in the agricultural business landscape, both in his specific areas of expertise but also in general issues, are important to him.

After receiving an article assignment, he tracks down sources and leads wherever he can find them. He gathers primary information through interviews of experts and people relevant to his article but also uses the Internet extensively to verify information, to provide background and hard facts, and to generally add “meat” to his stories.

Some of the online resources he uses are USDA websites, AgWeb, FarmDoc, ProfNet, university websites and search engines - wherever research takes him.

He visits the ERS website on a need-to-know basis, to keep abreast of recent developments, to find historical data, and to verify facts.

An avid sports fan, he frequents sports websites to keep track of his favorite team’s scores.

Key Attributes

- Deadlines, deadlines, deadlines
- Opinionated but fact-oriented
- Persistent
- Interest scattered over a broad range of agricultural issues and topics

Tasks

- Writes and edits articles on agricultural news relevant for the magazine’s audience
- Conducts interviews with sources
- Researches background information for stories

Informational Goals

- Broad subject focus
 - Looks for information for agricultural business stories; more relevancy and currency not necessarily depth
 - Wants access to hard facts and historical data for background to articles
 - Seeks recent and upcoming news relevant to audience
 - Seeks information on a need-to-know basis
 - Needs contact info to interview subject experts
 - Values credibility of information
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