

Newspaper chain hires dedicated Taylor Swift reporter, still on lookout for Beyoncé hire

 By [Karabo Ledwaba](#)

7 Nov 2023

The biggest newspaper chain in the US, Gannet has hired a dedicated Taylor Swift reporter.



Source: www.unsplash.com

Bryan West is a 35-year-old reporter, who told [Variety](#) that he is a big fan of the star.

Focusing on stars

"I would say this position's no different than being a sports journalist who's a fan of the home team," says West.

"I just came from Phoenix, and all of the anchors there were wearing Diamondbacks gear; they want the Diamondbacks to win. I'm just a fan of Taylor and I have followed her whole career, but I also have that journalistic background: going to Northwestern, winning awards, working in newsrooms across the nation. I think that's the fun of this job is that, yeah, you can talk Easter eggs, but it really is more of the seriousness, like the impact that she has on society and business and music."



Kenyan journalist wins the first Open the Knowledge Journalism Awards

6 Nov 2023



In September Gannet announced that it was looking for Beyoncé and Taylor Swift reporters who will exclusively focus on the stars.

For the Beyoncé role, which has not been filled yet, the reporter should be good at text and video and must be able to capture the record-breaking Grammy recipient's impact on society.

Inflential

The two stars are some of the most prominent and influential musicians in the world, having a dedicated journalist or reporter may help meet the high demand for information and updates about their lives and work, while also ensuring the accuracy and reliability of the information provided to fans and the general public.

Swift's Eras Tour, which has been extended to 2024, is expected to achieve the title of the [highest-grossing](#) tour in history, surpassing \$1bn in sales. Meanwhile Beyoncé's Renaissance tour has [surpassed](#) half a billion dollars in revenue.

ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SiMag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

- ARB rules in favour of Woolworths in rBST-free milk ad dispute - 20 May 2024
- Netflix reaches 40m users for ad supported plan - 16 May 2024
- Bumble apologises for celibacy ad - 14 May 2024
- #AfricaMonth: Durrusani Moyo, marketing director at SAP, envisions innovation in Africa - 10 May 2024
- 5 key moments that are solidifying Tyla's brand - 9 May 2024

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>