

TELEVISION PRODUCTION SPECIALIST

Code No. 920092

COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is a unique, multi-faceted, public information position involving responsibility for planning, producing and coordinating educational, promotional and community interest video programming for the cablecast access station of a large school district. Employees in this class are directly involved with the development, production and scheduling of weekly video programs and character generated information for continuous twenty-four (24) hour cable viewing. This position involves working regularly with top administrative staff to determine the types of programs to be cablecast and providing assistance to board members and administrators on program conceptualization. The Television Production Specialist also acts as liaison with the local cable television company to promote and facilitate district-wide reception and utilization of the educational access channel. General supervision is received from a senior level administrative staff member, with wide leeway allowed for the exercise of creativity, independent judgment and decision-making. General supervision is exercised over consultant video technicians, student interns, volunteers and clerical staff. The work may be performed at the studio or remote taping sites, on evenings and/or weekends, as necessary. Does related work as required.

TYPICAL WORK ACTIVITIES:

Originates or approves feature ideas which generally focus on promoting student activities or achievement, explaining district policies and procedures, in-servicing staff in curricula, and sharing district information;

Screens, hires and assigns staff of consultant technical personnel to operate equipment and direct taping activities;

Plans and coordinates production of video-taped programs, which includes developing program outlines, assigning technical crew for remote and studio taping sessions, scheduling studio, contacting 'talent';

Prepares scripts, narratives, and news copy for video-tape and character generated programs;

Acts as floor manager during studio video-taping sessions, which includes distributing scripts, relaying stage direction, cueing, 'talent';

Manages in-house studio facility, scheduling use of the studio and supervising equipment acquisition and maintenance;

Prepares continuous twenty-four (24) hour weekly cablecast schedule, comprised of district produced, character generated and other syndicated educational programs;

Reviews edited tape to ensure objectives are attained, approving program content or directing modification, as appropriate;

Analyzes and determines district needs for, and monitors the installation and maintenance of, cable connections at school and other facilities;

Prepares and manages budget for video programming development;

Prepares simple summary records and reports on programming activities;

Ensures that programming is in conformance with general policies as established by school board and district administration;

Serves as liaison with local instructional television advisory board in addressing district educational programming needs;

May act as announcer, conduct interviews, as required;

May perform production duties, edit programs, as required.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of district policy and needs for cablecast video programming; good knowledge of practical operations of video tape recording; good knowledge of techniques of preparing narratives, scripts and news copy for television presentation; good knowledge of English grammar and usage; working knowledge of television studio management; working knowledge of video recording and editing equipment; working knowledge of dramatics; working knowledge of principles and practices of budget preparation and management; good oral and written communication skills; ability to develop video productions and character generated information; ability to prepared narratives, scripts and news copy for television programs; ability to evaluate television programs with specific emphasis on content and presentation; ability to schedule television programming for continuous twenty-four (24) hour cable casting; ability to screen, hire and assign consultant technicians; ability to perform liaison function with local cable television company; ability to prepared and monitor budget for studio, staff and television programming; ability to act as floor manager; ability to communicate effectively, both orally and in writing; good public presentation; creativity; initiative; innovation; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of a high school equivalency diploma, plus either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree, plus two (2) years of full-time or its part-time/volunteer equivalent experience in public relations/public information, journalism, media presentation, or preparation of written material for public dissemination, six (6) months of which shall have involved video programming development and production; OR,
- (B) Graduation from a regionally accredited or New York State registered four (4) year college or university with a Bachelor's degree in Journalism, Public Relations or Public Information, English Communications (not English literature), Radio-Television Broadcasting (writing and programming) or a closely related field, plus one (1) year of experience as described in (A), six (6) months of which shall have involved video programming development and production; OR,

- (C) Six (6) years of experience as described in (A), six (6) months of which shall have involved video programming development and production; OR,
- (D) Any equivalent combination of training and experience as defined by the limits of (A), (B) and (C).

Adopted: September 7, 1983