

STATE OF SOUTH DAKOTA CLASS SPECIFICATION

Class Title: Public Broadcasting Media Specialist III

Class Code: 30373

Pay Grade: GJ

A. Purpose:

Performs advanced media work at South Dakota Public Broadcasting in one or more areas which could include radio, television, or internet media. Serves in a leadership role over advanced projects.

B. Distinguishing Feature:

The Public Broadcasting Media Specialist III performs advanced media specialist work and serves in roles such as producer, news director, radio programming acquisitions and operations director.

The Public Broadcasting Media Specialist II works in one or more media platforms and may function in roles such as local program radio host, associate producer, or director.

C. Functions:

(These are examples only; any one position may not include all of the listed examples nor do the listed examples include all functions which may be found in positions of this class.)

1. Serves as a Producer on assigned projects to carry out programming to meet the interests of the viewing public and mission of SDPB.
 - a. Conceptualizes, develops, proposes, and organizes topics for television or video segments.
 - b. Presents proposals to management.
 - c. Researches and develops funding sources for proposed projects to ensure programs can be produced.
 - d. Recommends project objectives, content, talent, program/series title and projected budget.
 - e. Develops, researches and writes scripts.
 - f. Ensures proposed segments or programs will be a balanced and fair representation of all points of view.
 - g. Meets with the production manager, director, and director of television to develop program treatment.
 - h. Obtains copyright clearance and other necessary releases for all people and material appearing in a production and prepares documentation.
 - i. May serve as program host.
 - j. Oversees technical aspects of broadcasts including graphics, lighting, camera angles, audio, video and program flow.
2. Oversees production operations to ensure the assigned project or program is completed within budget and according to network or industry standards.
 - a. Prepares schedules and oversees video acquisition and editing.
 - b. Chooses graphics, music and special effects.
 - c. Completes reports and maintains files to ensure proper documentation of activities.
 - d. Prepares and files Federal Communication Commission quarterly reports with the Department Secretary.
 - e. Provides on-site work direction to assigned producing staff.
3. Serves as News Director to ensure news reporting staff are on task and produce

- quality news and information.
- a. Makes daily news assignments, approves story pitches, monitors press releases, and follows news of the day.
 - b. Prioritizes news coverage and responds to changing news cycles.
 - c. Oversees daily feature stories, approving story pitches, making assignments, and directing coverage.
 - d. Mobilizes staff to respond to and directs breaking news story coverage.
4. Serves as Radio Programming Acquisition and Operations director to ensure quality radio programming.
 - a. Ensures programmed broadcasts air as scheduled.
 - b. Selects and acquires holiday and special programming.
 - c. Ensures traffic is executing correctly on air and communicates changed or new clocks to traffic staff.
 - d. Creates on-air promotional strategy with traffic staff.
 - e. Coordinates with engineering to ensure technologies used to acquire and broadcast programming are operating correctly and troubleshoots issues that occur.
 - f. Coordinates with and maintains communications with program producers (local and national).
 - g. Files programming reports.
 5. Serves as online content coordinator to ensure quality and accuracy of information posted online.
 - a. Collects information from a number of internal and external sources for presentation online.
 - b. Oversees hourly, intern, and volunteer staff for SDPB and contracted online coverage of events.
 - c. Liaison with State government clients for webcast and archive of live events.
 6. Performs other work as assigned.

D. Reporting Relationships:

Reports to a SDPB manager or administrator. May supervise or direct the work of other staff.

E. Challenges and Problems:

Challenged to identify and develop programs that satisfy the needs of the viewing public. This is difficult because of the wide range of issues and needs of the viewing public. Additional challenges include staying abreast of changing network requirements, legal issues, and technology.

Typical problems resolved include maintaining consistency of an original idea from inception through television program or segment completion, meeting deadlines, working within an assigned budget, and working effectively with highly creative individuals with divergent views.

F. Decision-making Authority:

Decisions made include program content, shooting locations, budget distribution, script content, program style, recommending programs to purchase, and work assignments for staff.

Decisions referred include spending authority, final approval of grant applications, and disciplinary issues.

G. Contact with Others:

Daily contact with assigned staff to complete projects or carry out programming tasks. Regular contact with staff in all other internal departments and outside agencies, groups, and individuals to share information or program ideas.

H. Working Conditions:

Work may occur in an office setting, studio, television or radio control room, or in the field at remote locations. May involve heavy lifting, various indoor and outdoor environments and during inclement weather. Assignments involve frequent travel across the state as well as weekend and holiday work.

I. Knowledge, Skills, and Abilities:

Knowledge of:

- the practices, principles, aesthetics and techniques of television production;
- the use of television production equipment,
- communications industry standards, and
- journalism standards and practices.

Ability to:

- communicate information clearly and concisely,
- research, write and edit materials for programs,
- establish and maintain effective working relationships with staff and the public,
- direct the work of others,
- operate television production equipment,
- operate computers,
- travel when required,
- work a flexible schedule to include occasional nights, weekends, and holidays; and
- lift fifty pounds.