



JOB FAMILY CONCEPT

This family consists of four levels of technical broadcast and media work. Levels are distinguished based on the complexity of work, level of supervision received and the degree of autonomy required. Positions in this family set-up, operate, and maintain electronic equipment used to transmit audio, visual or multi-media programs and services. This job family is distinguished from other Communications job families by the performance of technical duties related to supporting audio, visual, broadcasting or multi-media facilities systems. Positions typically perform duties in one or more of the following areas of a broadcast and/or media communications program or department:

- Operation of automation systems and traffic software
- Retrieval, inventory, and archiving of media content
- Monitoring and transmission of Emergency Alert System tests and messages
- Compliance with broadcast regulations

TYPICAL FUNCTIONS

The functions listed are typical examples of work performed by positions in this job classification. Not all functions assigned to every position are included, nor is it expected that all positions will be assigned every typical function.

- Responsible for equipment inventory and maintenance
- Monitor and activate Federal and state mandated Emergency Alert System (EAS) messages and tests, which include Homeland Security and Amber Alert warnings, as well as emergency weather announcements, and state, borough and city public safety alerts
- Perform or assist with technical or administrative duties in pre-production planning, production of promotional, public service announcements and video productions
- Plan and coordinate technical or administrative aspects of radio or television programs
- Assist in broadcast scheduling
- Assist in project development and media production
- Review production to ensure technical objectives are attained
- Perform audio and video editing for production and promotional purposes
- Listen/watch recordings to verify programs, scripts, levels, sound effects, etc. to conform to broadcast standards
- Review budget and expenditures for programs or commercial productions for conformance to budgetary restrictions
- Coordinate production details to produce live television or radio programs from offsite locations
- Monitor equipment to ensure proper on-air broadcast operations in accordance with rules and regulations of the Federal Communications Commission; maintain FCC and station logs and notify supervisor of any discrepancies
- Inspect media materials and racks for correct shelving and proper care of collections; search for lost items; plan space arrangement in racks; initiate requests for repairs
- Advise faculty and staff of available films, tapes and other media materials



- Inspect media materials for defects and/or damage; operate film rewinding, inspection, and splicing equipment
- Conduct inventory and maintain computerized and/or manual inventory records, reports and purchase orders
- Assist faculty, students and staff in the operation of media equipment
- Load and set up assigned videotape recorders for playback following a program schedule and records program material
- Duplicate program material onto various media formats
- Operate equipment used in association with computer-controlled automation or editing systems to ensure correct playback and recording parameters
- Perform setup and technical operation of microphones, mixing consoles, audio tape recorders, limiters, equalizers, revert units, studio cameras and field cameras for studio and remote productions
- Route audio/video signals in and out of studio production areas using audio/video patch fields and routing switchers
- Maintain daily logs and reports
- Operate television or radio broadcast transmitters, monitoring and other supporting equipment including turning off and on equipment, making adjustments and controlling outgoing signals in accordance with Federal Communications Commission rules and regulations as well as station guidelines
- Recover and restore broadcast capability following power or computer failures
- May obtain costumes, props, music, or other equipment or personnel to complete below-the-line aspects of production

LEVELS AND COMPETENCIES

The primary distinction between levels is reflected in the Level Descriptors. As levels increase, the scope, complexity, and degree of independence increases. Higher levels may perform duties of lower levels. Education and experience are stated at the minimum threshold for the level. Additional education or experience may be desirable for some positions.

Level 1
PCLS: 02860

Grade 74
Non-Exempt

Descriptors

Work is performed under general supervision and within well-defined guidelines. Work is limited in complexity* AND scope*. Perform routine technical duties related to media facilities, equipment, and/or broadcasting/distribution systems. Operate and monitor equipment. Maintain and control the circulation of media material and equipment; make purchase recommendations; process purchase orders for media materials and equipment; research materials and coordinate requests with vendors and other sources. Provide assistance to individuals with the operation of media equipment and/or operate equipment. Resolve routine questions or problems, referring complex and unusual problems or issues to higher level. Positions at this level are distinguished from higher levels by the closeness



of supervision and performance of routine technical tasks requiring the application of standard procedures, techniques and criteria.

Knowledge, Skills and Abilities

Familiarity with operation, maintenance, and troubleshooting procedures for computers, audio/visual equipment and multimedia equipment. Effective customer service and interpersonal skills. Basic problem solving and math skills. Ability to follow technical instructions, as well as applicable policies, rules, regulations and ethical practices. Ability to successfully work under pressure and meet deadlines. Ability to establish and maintain effective working relationships with individuals and groups and to work successfully as a member of a team. Ability to multi-task in a timely manner.

Education and Experience

High School graduation and relevant experience, or an equivalent combination of training and experience. Familiarity with electronic media equipment may be required.

Level 2

PCLS: 02862

*****Alternate PCLS: 09320**

**Grade 75
Non-Exempt**

Descriptors

Work is performed under intermittent supervision and within established guidelines. Impact of work is small to moderate in scope*. Perform moderately complex* technical duties including set-up, maintenance, production, operation, and programming. Perform troubleshooting and minor repair of equipment. Refer problems or issues to higher-level staff with possible options or solutions. Maintain appropriate programming documentation. Monitor and regulate audio, visual and broadcasting equipment. Ensure signal quality, strength and reliability of service. Assist higher-level technicians in the operation of radio and television broadcasting transmitters, videotape systems, and master control panels. May lead** student and temporary staff. This level is distinguished from level 1 by greater independence and responsibility to operate and maintain more complex* equipment.

Knowledge, Skills and Abilities

Same as level one, plus: Knowledge of operation, maintenance, and troubleshooting procedures for computers, audio/visual equipment and multimedia equipment. Working knowledge of media production, communication and dissemination techniques and methods. Knowledge of computer software/hardware applications. Familiarity of standard industry practices. Good organizational skills. Ability to troubleshoot. Ability to lead**.

Education and Experience

High School graduation and six months relevant experience, or an equivalent combination of training and experience.



Level 3

PCLS: 02864

*****Alternate PCLS: 09330**

Grade 77

Non-Exempt

Descriptors

Work is performed under administrative supervision. Impact of work is broad in scope*. Performs complex* duties in areas of maintenance, production, operation, and programming. Operate and monitor radio and television broadcast transmitters, videotape systems, and master control panels. Investigate and resolve problems or issues. Perform complex* trouble-shooting of equipment. Review and maintain appropriate programming documentation. Ensure compliance with rules and regulations. May lead** staff. This level is distinguished from lower levels by the independence of maintenance and operation of complex equipment and systems, the responsibility and accountability for regulatory record-keeping and on-air signal.

Knowledge, Skills and Abilities

Same as level two, plus: Knowledge of the practical application of multi-media equipment and technology. Expertise with operation, maintenance, and troubleshooting procedures for computers, audio/visual, multimedia and broadcast equipment. Advanced knowledge of media production, communication and dissemination techniques and methods. Advanced knowledge of a broad range of computer software/hardware applications, including automation and computer-assisted editing systems. Knowledge of industry rules and regulations and University policies and procedures. Ability to ensure compliance with rules and regulations. Ability to exercise sound judgment, to analyze situations and make decisions.

Education and Experience

Some college coursework and two years relevant experience, or an equivalent combination of training and experience.

Level 4

PCLS: 02866

Grade 78

Non-Exempt

Descriptors

Work is performed under administrative supervision. This is a fully qualified technician level that performs technical duties in areas of production, operation, and programming that are large in complexity* AND scope*. Positions at this level independently select content for broadcast and create schedules for broadcast within established standards. Assist management in program planning, selection and development. Compile detailed program logs for use by lower level technicians. Review completed program and operating logs for performance and corrections. Generate performance reports and affidavits. Train and lead** lower level technicians. Provide program information and reports to internal and external parties. Ensure compliance with rules and regulations. This level is distinguished from lower levels by the responsibility and accountability for selecting content for broadcast, creating program and operating logs for lower levels as well as regulatory record-keeping and performance affidavits.



Knowledge, Skills and Abilities

Same as level three, plus: Intermediate level knowledge of broadcast program selection strategies, on-air promotion techniques and concepts of multi-channel operations. Ability to select content and create schedules and assist in programming. Ability to ensure accurate reporting. Ability to train others.

Education and Experience

Two years college coursework and four years relevant experience, or an equivalent combination of training and experience.

- * **Complexity:** Refers to the types of equipment used and the diversity of rules and regulations (e.g., federal, state, such as; Copyright, FCC, local, and, University Policies, Regulations & Procedures, grants, and contracts.) Complexity increases as the application, interpretation, and frequency of working with these different Laws, rules and regulations increases. Positions with high complexity interpret the most complex rules and regulations and take increasingly independent action based on those interpretations.
- * **Scope:** Refers to the operational impact with the size of the affected area (i.e.: department or program level, MAU level, University-wide and/or even statewide) on broadcast and cable services.
- ** **Lead:** Provide day-to-day guidance, training and direction for staff in addition to other duties. Regularly assign and review work. Fluent in assigned area of responsibility.
- ** **Supervise:** Hire, train, evaluate performance, and initiate corrective action.
- *** Exemption status determined on a case-by-case basis. Essential functions of each job will be reviewed and evaluated in accordance with Fair Labor Standards Act regulations.

[July 2009 revisions included formatting document for consistency, and adding alternate PCLS information.]