

CABLE TELEVISION STATION PROGRAM DIRECTOR

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class is responsible for the daily operation of a school district cable station. This position performs work involved in the programming and production of a school district cable television station and oversees the daily operation of the station. In addition, the incumbent is primarily responsible for the development of cable television programming, broadcast content, and compliance with Federal Communication Commission rules and regulations. Supervision is exercised over a number of student helpers and any other part-time positions as may be needed by the station. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Oversees the daily operations of a school district cable television station;

Serves as Director, Editor, and Camera Operator for on-air presentations;

Prepares tapes for broadcast, and maintains computer-controlled air schedule and community message board;

Establishes, coordinates and facilitates program arrangement in order to provide coverage of news, feature stories, sports, and public affairs;

Establishes, in conjunction with school district officials, programming, broadcast format and production parameters;

Monitors station operations to assure compliance with Federal Communications Commission rules and regulations including the maintenance of program logs and schedules, and production crew schedules;

Attends seminars, conferences and meetings of professional broadcasting associations and organizations;

Represents the school district at town cable television advisory committee meetings;

Demonstrates techniques in editing copy, on-air presentation, interviewing procedures, preparation of copy and operation of television recording equipment to students;

Acts as an advisor/instructor to students in high school cable television club;

Assists students in the development of station programming and program content;

May organize and accompany students on field trips to commercial broadcasting stations and related organizations;

Uses computer applications such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of the principles and practices of television broadcasting; good knowledge of cable television programming and broadcast transmission; ability to speak and write clearly and concisely; ability to work well with others; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to read, write, speak, understand and communicate effectively in English sufficiently to perform the essential functions of the position; dependability; resourcefulness; good judgment; physical condition commensurate with the duties of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Possession of a high school or equivalency diploma and five (5) years of experience in media programming, broadcasting or production.

SUBSTITUTION: Satisfactory completion of 30 college credits* towards a degree in Broadcasting or a related field may be substituted for up to four (4) years of the required experience.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS: In accordance with the Safe Schools Against Violence in Education (SAVE) legislation, Chapter 180 of the Laws of 2000, and by the Regulations of the Commissioner of Education, candidates for appointment in school districts must obtain clearance for employment from the State Education Department prior to employment based upon a fingerprint and criminal history background check.