

CABLE TELEVISION STATION PROGRAM DIRECTOR

GENERAL STATEMENT OF DUTIES: Performs work involved in the programming and production of a school district cable television station and oversees the daily operation of the station; does related work as required.

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. In addition, the incumbent exercises primary responsibility 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.

EXAMPLES OF WORK: (Illustrative Only)

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

Serves as Director, Editor, 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, sports, feature stories and public affairs;

Establishes, in conjunction with school district officials, programming and broadcast format and 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 school district at town cable television advisory committee meetings;

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

Acts as 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;

May use 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 effective use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; dependability; resourcefulness; good judgement; physical condition commensurate with the duties of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Graduation from high school or possession of a high school equivalency diploma and either: (a) a Bachelor's Degree from a recognized college or university in Broadcasting or related field and one (1) year experience in media programming and broadcasting; or (b) an Associate's Degree from a recognized college or university in Broadcasting or related field and three (3) years experience as stated in (a) above; or (c) five (5) years experience as stated in (a) above; or (d) a satisfactory equivalent combination of the foregoing training and experience.

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.