

STATE OF SOUTH DAKOTA CLASS SPECIFICATION

Class Title: Public Broadcasting Media Specialist I

Class Code: 30371
Pay Grade: GH

A. Purpose:

Performs media work at South Dakota Public Broadcasting in one or more areas which could include radio, television, or internet media.

B. Distinguishing Feature:

The Public Broadcasting Media Specialist I works in one or more media platforms to perform specific roles such as videographer, radio broadcast specialist, or entry level production staff. The Public Broadcasting Media Specialist II works in one or more media platforms and may serve 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 in a videographer/editor role on assigned projects.
 - a. Acquires video/audio/graphic material to ensure program or segment completion.
 - b. Operates video/audio equipment for productions and live events.
 - c. Selects and operates the proper equipment to complete assigned projects, such as video cameras, audio recorders, lighting equipment, etc.
 - d. Edits and manipulates video and audio video/audio and adds sound, titles and graphics to build a segment or program for use in media, TV and web uses.
 - e. Operates graphic design hardware and software.
 - f. Assists with equipment setup and strike both in a studio and on location to ensure proper placement of equipment.
2. Performs radio broadcast functions to create content and transmit radio programming.
 - a. Researches, writes, edits and produces news features and stories, promotional and public service messages.
 - b. Conducts and records telephone and personal interviews.
 - c. Produces and records local music concerts.
 - d. Announces or hosts radio/news programs.
 - e. Operates and maintains digital audio tape recording and play back equipment, computer editing and mixing systems, and the main on-air control computer system to produce quality programming.
 - f. Completes daily program and operating logs by reconciling time breaks and programs broadcast to ensure compliance with the Federal Communication Commission.
3. Creates and produces program segments or interstitial content on assigned projects for television, radio, or internet broadcasting.
 - a. Researches assigned program material.
 - b. Coordinates remote video and sound acquisition and scheduling of edit time for individual productions.
 - c. Recommends program content to producers.
 - d. Writes, acquires video and sound for, and edits interstitial break elements.

4. Performs other work as assigned.

D. Reporting Relationships:

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

E. Challenges and Problems:

Challenged to carry out assigned projects and activities, meet deadlines, and adapt to rapidly changing priorities and situations.

F. Decision-making Authority:

Decisions made will vary for each media platform. At this level assignments and projects are typically assigned and decisions will be made within specified guidelines and practices.

Decisions referred include overall program aesthetics and style and pace of productions, funding sources, equipment purchases, when programs will be heard, scheduling of programs for routine recordings, program changes, log changes, and policy corrections or changes.

G. Contact with Others:

Frequent contact with other media staff to carry out assignments, discuss issues and solve production problems. Regular contact with all other internal departments, with groups or 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:

- Public Broadcasting mediums/platforms such as television, radio and internet,
- communications industry standards,
- journalism standards and practices,
- operating functions of studio, remote cameras and other recording equipment;
- operation of studio and remote audio and lighting equipment, and
- operation of television, radio and internet production and editing equipment.

Ability to:

- follow directions,
- establish and maintain effective working relationships,
- communicate information clearly and concisely,
- communicate with a wide variety of personalities,
- operate computers,
- travel when required,

- work a flexible schedule to include nights, weekends, and holidays; and
- lift fifty pounds.