

STATE OF SOUTH DAKOTA CLASS SPECIFICATION

Class Title: Director of Program Acquisition and Scheduling

**Class Code: 30331
Pay Grade: GJ**

A. Purpose:

Plans and administers programming by selecting, purchasing and scheduling programs for broadcast in addition to managing promotions and traffic on the South Dakota Public Radio network.

B. Distinguishing Feature:

The Director of Program Acquisition and Scheduling previews and selects programs from national and regional sources and develops and maintains a schedule for programs being broadcast.

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 that may be found in positions of this class.)

1. Develops network programming goals with network management to maintain a strong and varied program schedule for all broadcast hours.
 - a. Determines audience needs, time availability and cost of services or programs.
 - b. Decides what national, regional, and syndicated programs to broadcast.
 - c. Coordinates continuity/traffic and on-air operations by monitoring promotion activities and quality of programs being broadcast to ensure network goals and objectives are being met.
2. Prepares public radio schedules by selecting programs to be broadcast and determining time of broadcast for each program and to ensure that all broadcast hours are being utilized.
3. Attends program fairs to research new programs being offered to public radio networks and to ensure acquisition of needed programming.
 - a. Decides if the program series or only certain segments should be purchased.
 - b. Determines the most cost effective method of purchasing the programs.
 - c. Evaluates special programs considered for airing.
4. Supervises satellite and digital recording of programs, previews tapes once the program is recorded to ensure that the program is complete and is of good quality and places programs in proper area for broadcast.
5. Supervises computer automation to ensure program recordings are complete and ready for broadcast at the appropriate time.
6. Maintains accurate underwriting records and coordinates scheduling of underwriting spots.
7. Maintains contact with underwriting representatives to update or eliminate programs or spots as required.
8. Develops promotions for programming of national, regional or local interest to inform the listener of upcoming programming options and schedules promotions for airing on the public radio network.

9. Manages recording and airing of local promotions and underwriting spots while performing trafficking tasks related to these areas.
10. Performs other work as required.

D. Reporting Relationships:

Incumbent does not supervise but may serve as a lead worker.

E. Challenges and Problems:

A complex problem facing the Director of Program Acquisition and Scheduling is balancing the overall look of the schedule. The incumbent must ensure that each specialty area such as classical, jazz, news and entertain programs receives appropriate broadcast time. A challenge facing the incumbent is purchasing quality programs with available resources. Some programs purchased are extremely expensive and the incumbent must be very selective to ensure quality of listening and still be cost-effective.

F. Decision-making Authority:

Decisions made by the incumbent are where to place programs on the daily schedules, how many hours can be devoted to different areas of programming, ordering refeeds of programs, reviewing rights on popular programs, buying inexpensive programs, designing and initiating questionnaires to ascertain viewer needs, and accepting or rejecting programs for broadcast on the basis of quality.

Decisions referred to a supervisor include final approval of recommended program purchases, advice on programs that might be politically or emotionally sensitive and final approval of the design of the overall radio schedule.

G. Contact with Others:

The incumbent has contact with National Public Radio (NPR), Public Radio International (PRI) and regional network programming personnel to ask operational questions and order programs; with other public radio program executives to enter into programming agreements; with national program producers to answer questions concerning scheduling of programs; with producers of local programs to determine scheduling needs; and other personnel within South Dakota Public Broadcasting to exchange information.

H. Working Conditions:

The position works in a typical office setting.

I. Knowledge, Skills and Abilities:

Knowledge of:

- radio station and network operations;
- commercial and educational programming techniques;
- federal communication commission rules and regulations;
- audience needs assessment methodologies;
- broadcast scheduling procedures; and
- programs available from national, regional, and local sources.

Ability to:

- develop programming goals;
- schedule and organize;
- maintain liaison with regional and national programming;
- use independent judgment within established guidelines;
- use computer soft and hardware;
- establish and maintain effective working relationships with the staff and public; and
- be creative.