

## STATE OF SOUTH DAKOTA CLASS SPECIFICATION

**Class Title: Public Broadcasting Media Specialist II**

**Class Code: 30372**

**Pay Grade: GI**

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### **A. Purpose:**

Performs media work at South Dakota Public Broadcasting in one or more areas which could include radio, television, or internet media. Serves in an advanced role requiring less supervision and oversight.

### **B. Distinguishing Feature:**

The Public Broadcasting Media Specialist II works in one or more media platforms and may function in roles such as local program radio host, associate producer, or director.

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 III performs advanced media specialist work and serves in roles such as producer, news director, or radio programming acquisitions and operations 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 as a Local Program Host for a regularly scheduled radio program covering a variety of topics including current events, politics, contemporary issues, history, literature, science, education, agriculture, arts and music to engage, educate, and entertain listeners.
  - a. Conducts live and pre-recorded guest interviews guests on topics of interest to listeners.
  - b. Conducts extensive research on selected program topics and guests/artists.
  - c. Performs pre-production work including booking guests, researching and preparation, production, editing and producing daily promos, recording and editing interviews, and selecting production elements for programs.
  - d. Edits and posts segments for website and social media postings.
2. Serves as an Associate Producer on assigned television projects or portions of larger projects.
  - a. Assists producers in the creation of television productions.
  - b. Produces segments for productions.
  - c. Researches subjects, conducts interviews, writes scripts, and edits content.
  - d. Works with guests, rehearses with teleprompter, makes them comfortable.
  - e. Communicates with producer/host during taping and notifies of time, and relays incoming questions via email and phone.
  - f. Distributes information to the public via social media and online.
  - g. Shoots and edits video as needed
  - h. Performs technical duties in multi-camera productions.
3. Serves as Producer on individual projects; produces and directs live events, running audio, cameras and directing staff.
4. Directs the production of television programs to ensure proper technical execution of live and taped events.

- a. Dictates pacing, flow, and overall technical aspects of a program or event.
  - b. Determines placement of multiple cameras, lighting equipment, microphones, and props.
  - c. Orchestrates cameras, graphics, content roll-ins, slow-motion replay and continuity elements.
  - d. Directs technical crew in control room, in studio, or on location.
  - e. Coordinates with production staff on establishing and selecting various aspects of the production.
  - f. Performs video acquisition, editing, and post production editing as needed.
5. Serves as multi-media reporter for radio and television.
- a. Investigates, researches, writes, edits and produces audio news content.
  - b. Shoots, edits, writes and voices video/TV news and feature-length video content.
  - c. Edits stories and scripts produced by staff.
  - d. Oversees field bureau and directs freelance staff.
6. Serves as digital media producer and social network engagement specialist.
- a. Researches and creates multi-media feature content for web and social network distribution.
  - b. Advises and assists other program producers on best practices for digital and social media presentation.
  - c. Creates and moderates social network engagement and outreach.
  - d. Assists in compiling reports and statistical analysis on audience engagement and media usage across digital platforms.
7. 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 projects with minimal oversight and supervision, juggle conflicting priorities, understand the specific needs of each program or project and maintain the consistency of the original idea through program/project completion. Also challenged to keep abreast of changing network requirements, legal issues, and technology advances.

Typical problems resolved include coordination and scheduling issues.

**F. Decision-making Authority:**

Decisions made include aesthetics of program segments, lighting design, camera shots, switching, movement, style and composition, talent direction, and set design; and what news stories to cover and how to report them.

Decisions referred include overall program concept, style and pace of productions, budget allocation, and policy questions or issues.

**G. Contact with Others:**

Daily contact with staff and managers to discuss assignments and keep abreast of projects and coordinate scheduling. Frequent contact with guests, program subjects, and general public to exchange or gather information.

## **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 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:

- 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 50 pounds.