

Classification and Qualification STANDARDS

Educational Television Program Director

Class Code: 2802

FLSA: Exempt

Classification Standard Reformatted: 02-01-2013

OVERVIEW:

Under general direction of the Station Manager, the Educational Television Program Director is responsible for all aspects of programming for an open-circuit, educational television station serving the educational and cultural needs of both the community and the university.

TYPICAL ACTIVITIES:

The following examples of typical work activities are meant to illustrate the general range of work functions performed by Educational Television Program Directors; they are not meant to be all-inclusive or restrictive. Work assignments may involve other related activities within the scope of this classification.

Educational Television Program Directors typically perform some or all of the following duties: determine the program schedule and direct the day-to-day programming operation of the station; work closely with representatives of groups participating in the television schedule to provide information, guidance and advice in selecting or preparing appropriate program, taking into account such considerations as subject matter of the proposed program, audience to be reached, desirable and available viewing time, costs of production and similar matters; maintain continuing awareness of the availability of special educational television programs for instructional or other use in order to secure and provide programs of the greatest possible effectiveness and impact; work with the coordinators of instructional television for both public and private schools to insure that programming is of the highest quality and is appropriate to their instructional needs; serve as a member of and advisor to special curriculum committees on the effective use of television in the instructional process; plan layout out and direct the work of a group of subordinates engaged in the programming aspects of station operations or in developing particular programs; provide leadership in cooperation with the Director of Production in the training of personnel, and in all aspects of production including lighting, camera operation, floor management and similar matters; in cooperation with the Director of Production, oversee and review the work of producers who are responsible for the creative aspects of the programs to be produced locally as these relate to script, casts, props, sets, visual aids, film strips, technical facilities, sound effects, lighting, musical background and similar matters in order to effect the best possible production; evaluate scripts for overall cost and production requirements, estimated production time, number of rehearsals, etc.; edit or revise scripts as necessary for dramatic quality, timing, pace, emphasis, effectiveness or length; and, plan the entire production to conform to prescribed time limitations.

Incumbents are responsible for the quality of all productions. They are also responsible to the station manager for all administrative matters relating to station program production and participate in the preparation and submission of the station operating budget, the selection and training of staff and similar matters. Incumbents establish and maintain appropriate controls to insure optimum use of available resources and may act for the station manager in the latter's absence.

As requested, incumbents work closely with and provide advisory service to the teaching faculty in the development or improvement of instructional programming for use in the college closed-circuit ITV system. In

support of the broadcasting curriculum, incumbents may serve as a guest lecturer during demonstration or classroom session relating to television programming.

MINIMUM QUALIFICATIONS:

Knowledge and Abilities:

Thorough knowledge of instructional methods and techniques and of the appropriate and effective uses of mass communication media and the ability to adapt this knowledge to the particular needs of a variety of special audiences.

Ability to establish and maintain harmonious and cooperative working relationships with faculty, staff, and students and with representatives of the educational, industrial, cultural or civic interests of the community served; reconcile divergent points of view and to effectively plan for and manage a complex technical operating program; plan, organize and oversee the work of others; train personnel in various aspects of production including lighting, camera operation and floor management; and, develop plans for effective use of television in the instructional process.

Experience:

Equivalent to four years of progressively responsible experience in education television programming and production. Such experience may have been obtained either as a staff member in an educational television station or in a department of educational broadcasting.

A master's degree and additional graduate study in a directly related field may be substituted for experience on a year-for-year basis up to a maximum of two years.

Education:

Equivalent to graduation from a four-year college or university in a job-related field. Experience which has demonstrated that the applicant has acquired and successfully applied the knowledge and abilities listed above may be substituted for the required education on a year-for-year basis.