

TELEVISION PRODUCER-DIRECTOR

DEFINITION

Develops, produces, and/or directs live and recorded television projects for KLCS, the District's television station.

TYPICAL DUTIES

Develops television projects for live or recorded specials and series.

Develops and recommends production budgets.

Develops, prepares, and makes presentations and submits proposals to businesses and private organizations for funding of specific projects and prepares reports to funding participants regarding production progress and results.

Conducts research and confers with professional experts in a wide variety of subject areas, such as psychology, mathematics, history, English, and career planning in the development of projects.

Hires, sets priorities, directs, and assists writers of projects and assures appropriateness of content by conferring with teachers, parents, and content experts.

Writes and edits scripts, advertising copy, promotional announcements, and correspondence.

Interviews, conducts auditions, selects and hires, and rehearses talent for on and off-air roles and participation in productions.

Establishes schedules, time parameters, and times segments and provides time cues and other production information to technical crew and talent.

Directs technical crew, show participants, and other production team members during live presentations or recording including directing participants and technicians in taking immediate action in response to problems.

Supervises post-production editing, including coordinating video picture, graphics, voice-overs, narration, and music.

May perform limited post-production and video preparation.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Television Producer-Director conducts research, writes, produces, and directs television specials or series for taped or live presentation.

The Director of Programming and Operations develops and implements the KLCS-TV/DT broadcast schedule, which includes selecting programs for broadcast, develops program policies and procedures, and supervises the activities of the programming and operations staff.

The General Manager, KLCS is the administrator responsible for the development and implementation of policies regarding the goals, purpose, and operation of Television Station KLCS and the administrative direction of the station's operation.

SUPERVISION

General direction is received from the Director of Programming and Operations. Liaison or direction regarding instructional program content is provided by certificated personnel. Work direction is exercised over talent and technical and production crews as assigned to specific projects.

CLASS QUALIFICATIONS

Knowledge of:

- Capabilities and uses of television broadcasting for community, educational, and instructional purposes
- Operations and terminology used in the production and broadcast of live or recorded television programs
- Operation of video cameras and recording machines
- Operation of studio sound systems and audio consoles
- Pre-production, post-production, and editing techniques, software, and hardware
- Theory of television production, including, lighting, audio, and camera framing techniques; set aesthetics; and related practices and procedures

Ability to:

- Establish priorities
- Work effectively with District personnel and the public
- Interview and select talent
- Conduct research
- Develop, write, and edit television scripts and promotional material
- Make effective oral presentations to public and private organizations and firms
- Supervise effectively and coordinate the activities of diverse groups
- Write clear, concise proposals and reports
- Multitask

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree, preferably including courses in telecommunications, video and film production, and related subjects. Experience beyond that required may be substituted for the required education on a year-for-year basis.

Experience:

Four years of experience in producing or directing live, taped, or film productions, preferably for public television.

This class description is not a complete statement of essential functions, responsibilities or requirements. Requirements are representative of the minimum level of knowledge, skill, and abilities. Management retains the discretion to add or change typical duties of a position at any time.

Revised
02-28-07
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