

TELEVISION PROGRAMMING ASSOCIATE

DEFINITION

Participates in the development and implementation of the KLCS-TV/DT broadcast schedule; assists in the evaluation, selection, and acquisition of programs for broadcast; and implements policies and procedures related to programs.

TYPICAL DUTIES

Assists in coordinating broadcast schedule operations and in providing guidance in regard to program logs, record schedules, program sources, dubbing of media rescheduling of programs, distribution and shipping of KLCS-produced programs to other stations, and operational discrepancies.

Assists in implementing the yearly program schedule for broadcast on KLCS.

Evaluates and recommends selection of programs for broadcast based on factors such as the amount of broadcast time needed to air all episodes of a program; relevance, appropriateness, audience appeal, suitability, content, and technical quality of programs; and presentation of material in programs.

Answers inquiries of prospective purchasers of KLCS-produced programs in regard to broadcast and off-air rights, packaging of programs, and methods of making media available.

Coordinates and edits materials for program related publications.

Maintains records regarding KLCS program rights and obligations and coordinates acquisition agreements.

Compiles and evaluates reports on station operation for the Federal Communications Commission, Corporation for Public Broadcasting, Public Broadcasting Service, American Public Television, State Department of Education, Nielsen Media Research, Pub TV, and other agencies.

Liaises with the Public Broadcasting System, independent producers, syndicators, and Public Broadcasting Service and cable stations to acquire broadcast and program publicity materials and obtain assistance.

Implements policies and procedures related to programs.

Responds to viewer inquiries.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Television Programming Associate participates in the development and implementation of the KLCS-TV/DT broadcast schedule; assists in the evaluation, selection, and acquisition of programs for broadcast; and implements policies and procedures related to programs.

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 Digital Library Assistant assists the Multicast Services Coordinator by helping maintain the digital library, reviewing the accuracy of information in the broadcast/multicast operations logs, labeling media content on a computer server, obtaining and retrieving program data, and maintaining KLCS's digital and videotape library.

SUPERVISION

General supervision is received from the Director of Programming and Operations. Work direction is exercised over Television Studio Assistants and Television Broadcasting Assistants.

CLASS QUALIFICATIONS

Knowledge of:

- Programming acquisition and scheduling strategies
- Broadcast rights and licenses
- Public television station operations, practices, and procedures
- Copyright and contract law in regard to program broadcast rights
- General Public Broadcasting System operations and program distribution procedures
- Program policy standards and practices
- Computerized programming systems such as ProTrack and Sundance Automation

Ability to:

- Evaluate information and make decisions quickly
- Work under high-pressure conditions
- Respond effectively and accurately to inquiries from the public
- Direct the operation of a computerized information management system designed for use in television program management
- Evaluate television program content and technical quality
- Maintain accurate records and prepare reports
- Work effectively with staff, other District employees, and the public
- Communicate effectively, both orally and in writing

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree in broadcasting or a related field. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Experience:

One year of experience in broadcast programming and/or operations.

Special:

- A valid California Driver License.
- Use of an automobile.

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/or abilities. Management retains the discretion to add or change typical duties of a position at any time.

Revised
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