

BROADCAST AND EMERGING MEDIA TECHNICIAN

Schematic Code 13600 (3100067)

I. DESCRIPTION OF WORK

Positions in this banded class participate in the production of broadcast television, radio and emerging media programs and provide creative and technical decision-making that enhances the aesthetic quality of the program. Typical roles include those of audio technician, technical director, floor manager, camera/electronic graphics operator, lighting assistant, videographer, archiving technician, digitizing technician, media storage technician, and closed captioning technician. Work includes, but is not limited to, the set up and operation of a variety of broadcast television, radio and emerging media equipment, and assistance with set construction, audio set-up and mixing, and lighting set-up and adjustment. Work may be performed at varying levels of independence in a multi-camera, studio or mobile unit setting. Work may also be performed with a single camera or remote audio equipment in remote locations with varying levels of independence, creative and technical decision-making. Work may include floor managing, assisting with directing, and assessing technical methods using various types of equipment and techniques to achieve the desired aesthetic results. Work may also include editing functions, operation of electronic recording and playback equipment, determining equipment needs, as well as recording network feeds. Assignments may range from shooting segments of pre-planned productions to live coverage of events on short notice. Positions generally work under the supervision of a Broadcast and Emerging Media Manager.

II. ROLE DESCRIPTIONS BY COMPETENCY LEVEL

Contributing	Journey	Advanced
Positions at this level transport equipment, set up and adjust the camera and recorder, and gather the video and audio material.	Positions at this level are responsible for operating audio and video equipment. Positions use a variety of broadcast television, radio and emerging media equipment and techniques to obtain audio and video material for use in a variety of programs. They determine equipment needs. During the post-production phase, positions may edit or assist in the editing process.	Positions at this level work independently and/or as a senior member of a larger broadcast production team. They exercise responsibility for managing all the various functions involved in the production session. They are responsible for the aesthetic and technical aspects of the production, and make production decisions. They may also develop the program log for the execution of the broadcast television, radio and emerging media schedule.

III. COMPETENCIES

Competency	Definition
Knowledge - Technical	Knowledge of broadcast television, radio and emerging media technologies and operation of equipment. Knowledge of the techniques, practices and methods of producing material for broadcast television, radio and emerging media programs. Knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.
Creativity	Ability to translate concepts into media products using artistic techniques, tools and talents.
Communication	Ability to present information to individuals or groups and deliver presentations suited to the characteristics and needs of the audience. Ability to convey information clearly and concisely to groups or individuals either verbally or in writing to ensure understanding. Ability to listen and respond appropriately to others.
Teamwork	Ability to actively participate and contribute as a member of a team toward the completion of established goals.
Customer Service	Ability to cultivate and maintain professional relationships with clients (those who supply talent, materials for talent, and those for whom professional services are rendered) or customers (those who receive services) by listening to the client/customer, and understanding and responding to identified needs.

Note: Not all competencies apply to every position/employee; evaluate only those that apply. Competency statements are progressive.

IV. COMPETENCY STATEMENTS BY LEVEL

Knowledge – Technical

Knowledge of broadcast television, radio and emerging media technologies and operation of equipment. Knowledge of the techniques, practices and methods of producing material for broadcast television, radio and emerging media programs. Knowledge of applicable FCC rules and regulations. Knowledge of current industry practices and standards.

Contributing	Journey	Advanced
Basic knowledge of media equipment and appropriate operation techniques.	Working knowledge of various state-of- the-art media equipment used to independently produce media materials. Ability to use the full capabilities of the equipment to optimize output. Ability to make aesthetic judgments regarding production values.	Full knowledge of all media equipment and ability to utilize appropriate production and post-production techniques. Full knowledge of broadcast television, radio and emerging media production and post-production technologies.

Definitions:

Basic knowledge - The span of knowledge minimally necessary to complete defined assignments.

Working knowledge - The span of knowledge necessary to independently complete defined assignments to produce an effort or activity directed toward the production or accomplishments of the work objectives.

Full knowledge - The broad scope of knowledge on the job that is beyond journey competencies.

Creativity

Ability to translate concepts into media products using artistic techniques, tools and talents.

Contributing	Journey	Advanced
Ability to apply artistic techniques and talents in conjunction with basic technical knowledge of broadcast television, radio and emerging media needed to produce programs.	Ability to apply artistic techniques and talents in conjunction with a working technical knowledge of various broadcast television, radio and emerging media needed to produce programs.	Ability to apply artistic techniques and talents in conjunction with a full technical knowledge of state-of-the-art broadcast television, radio and emerging media needed to produce the most sophisticated programs.

Definitions:

Basic knowledge - The span of knowledge minimally necessary to complete defined assignments.

Working knowledge - The span of knowledge necessary to independently complete defined assignments to produce an effort or activity directed toward the production or accomplishments of the work objectives.

Full knowledge - The broad scope of knowledge on the job that is beyond journey competencies.

Communication

Ability to present information to individuals or groups and deliver presentations suited to the characteristics and needs of the audience. Ability to convey information clearly and concisely to groups or individuals either verbally or in writing to ensure understanding. Ability to listen and respond appropriately to others.

Contributing	Journey	Advanced
Ability to convey basic information and artistic and aesthetic concepts to team members and supervisors.	Ability to explain and interpret standard technical information and artistic and aesthetic concepts to team members, management, clients/customers and the public.	<p>Ability to explain and interpret comprehensive technical information and artistic and aesthetic concepts in unique situations to team members, management, clients/customers and the public.</p> <p>Ability to make recommendations as required and suggest and support alternative approaches.</p>

Teamwork

Ability to actively participate and contribute as a member of a team toward the completion of established goals.

Contributing	Journey	Advanced
Ability to participate as a team member and assist in achieving desired goals.	Ability to participate in team activities and provide expertise to achieve desired goals.	Ability to lead, offer guidance and manage team activities to achieve desired goals.

Customer Service

Ability to cultivate and maintain professional relationships with clients (those who supply talent, materials for talent, and those for whom professional services are rendered) or customers (those who receive services) by listening to the client/customer, and understanding and responding to identified needs.

Contributing	Journey	Advanced
Ability to respond appropriately to requests for services or assistance from clients/customer.	Ability to cultivate and maintain client/customer relationships by selecting the most appropriate alternatives when responding to a request.	Ability to cultivate and maintain client/customer relationships involving decision making and problem solving.

V. MINIMUM TRAINING & EXPERIENCE

High school diploma or equivalency and one year of experience in a broadcast television, radio and emerging media environment; or equivalent combination of training and experience.

Note: This is a generalized representation of positions in this class and is not intended to identify essential work functions per ADA. Examples of competencies are primarily those of the majority of positions in this class, but may not be applicable to all positions.