

ISSUED: 6/93
3/88 & 8/91
CLASS

TITLE: <u>Program Associate - WDET</u>	SCHEDULE: <u>B</u>	CODE: <u>PE318</u>
	SALARY	EEO
UNION: <u>P&A, Local 1979, UAW</u>	GRADE: <u>11</u>	CODE: <u>30</u>
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	FLSA: <u>Exempt</u>	CLASS: <u>PE</u>

POSITION PURPOSE

Assist in general coordination acquisition, planning, evaluation, distribution and production of all programming for WDET-FM. Position duties require the application of specialized skills which can be acquired through a combination of job-related training and considerable on-the-job experience.

ESSENTIAL JOB FUNCTIONS

- Develop and produce promotional material and brief information segments for broadcast on WDET-FM. Choose announcer; compose broadcast copy; assemble music and information needed; book studio time; ensure material is recorded properly; edit recordings. Write and distribute promotional material to be broadcast live by On-Air Hosts.
- Oversee national distribution of station-produced programming. Write and send out promotion material and information on how to acquire program to other Public Radio stations via wire; contact personnel at other stations to personally market programs; track stations airing program; create promotional campaigns.
- Assist in the acquisition of new programming from other radio stations. Research and audition programming from other Public Radio stations to determine appropriateness for broadcast on WDET-FM; make acquisition recommendation to Program Director for final approval or rejection; arrange for the receipt of program and/or schedule taping from satellite; obtain or assign promotional spots.
- Maintain continuity of material broadcast on WDET-FM. Schedule all promotional spots, programs, on-air copy and public service announcements. Ensure tapes and copy are available for broadcast at designated times; determine appropriate placement of promotional material and public service announcements to reach the target audience for each item; rewrite, edit and rotate copy to maximize listener exposure. Prepare daily program log and continuity book; document fairness and equal time obligations.
- Receive and respond to listener comments and inquiries. Read incoming listener mail; answer questions regarding program content; offer addresses for additional information on programs produced elsewhere; evaluate and respond to complaints and/or concerns; recommend changes to the program schedule as appropriate; participate in audience surveys.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This classification develops promotional material for programs produced and/or broadcast on WDET-FM. Additionally, the incumbent is responsible for scheduling the radio station's programming, public service announcements and promotional spots. The incumbent must be creative when conceptualizing and composing promotional copy. Work activities are specific in objective and content, but require the incumbent to search for solutions and new applications and establish priorities and procedures. WDET-FM broadcasts 24 hours a day, with the incumbent being responsible for ensuring that all programs, promotional spots and public services announcements are available to listeners at scheduled times. This classification is typically found in WDET-FM and reports to and receives work direction from the Program Director.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university or equivalent combination of education and/or experience.
- Some experience scheduling radio programming.
- Excellent on-air presentation desirable.
- Some program production experience.
- Some experience writing promotional copy.
- Possession of FCC Third Class operator's permit with broadcast endorsement.
- Typically, incumbents have held on-air host positions.