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| | | ISSUED: 8/98 |
| | | 6/93 & 3/88 |
| | SALARY | CLASS |
| TITLE: <u>Producer/Director I</u> | SCHEDULE: <u>B</u> | CODE: <u>PN507</u> |
| | SALARY | EEO |
| UNION: <u>P&A, Local 1979, UAW</u> | GRADE: <u>13</u> | CODE: <u>50</u> |
| | | E- |
| | FLSA: <u>Non-Exempt</u> | CLASS: <u>PN</u> |

POSITION PURPOSE

Direct the production of radio or television programs both live and on tape for WDET-FM radio or University Television

ESSENTIAL JOB FUNCTIONS

- Direct the production of video and/or audio programming for broadcast on radio or television for the purposes of classroom instruction, training, marketing/promotion, fund-raising, community service, or entertainment.
- Supervise pre-production planning. Evaluate and determine project parameters, content, and style. Plan production through storyboards, scripts, auditions, and rehearsals.
- Coordinate cast, crew, and equipment during the production process. Evaluate and arrange for project's art and technical needs, i.e. sound effects, graphics, animation, etc.
- Conduct post-production and editing tasks. Assign projects to artist and technicians to provide material for final product.
- Oversee technical aspects of providing live, on-location broadcasts. Insure availability of necessary personnel and equipment to provide quality broadcast.
- Train and coordinate the work of part-time employees, technicians, graduate assistants, and/or interns who provide technical services.
- Ensure adequate inventory levels of equipment and supplies for WDET or University Television. Recommend major expenditures by department. Deal directly with vendors on these issues.
- Either WDET or University Television may require routine administrative duties specific to each operation.
- Perform related work as assigned.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

ADDITIONAL COMMENTS

-WDET-FM:

This incumbent directs the technical activities involved in program production at Radio Station WDET-FM. Much of this position's work scheduling is determined by the program schedule of the station and the availability of desired programming from the network. This classification insures that program production and broadcast meet the quality standards set by the station and are in compliance with FCC regulations. Functional supervision is exercised over part-time and volunteer staff. This position reports to and receives direction from the Program Director.

- University Television:

This incumbent oversees the production of television programs and video taped presentations to be used by the University for classroom instruction, training, marketing, fund-raising, and community service. University Television is responsible for the production and distribution of television programs, telecourses for credit and video taped presentations utilized by the University. Functional supervision is exercised over part-time, technician, and intern staff. This position reports to and receives direction from a management level position.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university with major coursework in mass communication or fine arts, or equivalent combination of education and/or experience.
- Reasonable production experience in radio or television.
- FCC 3rd class license (for positions within WDET).
- Experience with Macintosh graphics software (for positions within University Television).
- Sound understanding of broadcast technology.
- Excellent oral and/or written communication skills.
- Some supervisory experience.
- Typically, incumbents have held positions such as Producer/Writer or were on-air hosts at a radio or television station.