

Spec. Code: 0937
Occ. Area: 02
Work Area: 212
Prom. Line: none
Prob. Period: 6 mo.
Effective Date: 09/18/90

TELEVISION PROGRAM/OPERATIONS COORDINATOR

Function of Job

Under administrative direction from the station/program manager, to coordinate daily activities in programming, operations, and/or on-air promotions in a television station and to assist in its management.

Characteristic Duties and Responsibilities

1. supervises the preparation of the daily program log
2. assists in the selection of and supervises the recording of programs, promotional materials, and satellite feeds
3. supervises the library of pre-recorded programs
4. supervises the preparation and distribution of upcoming program listings
5. acts for the station/program manager in his/her absence and at his/her direction
6. consults with station/program manager on programming and program-schedule matters
7. interviews the public to ascertain the programming needs of the local coverage area and maintains records of programming meeting those needs
8. coordinates production/operation activities, such as scheduling of facilities, staff, and equipment
9. reviews and recommends the purchase and scheduling of general-audience (non-instructional) programming
10. maintains and updates the FCC mandated Public File, including the quarterly issues report and programming list
11. assists the station/program manager in duties, special projects, and other related duties as assigned
12. performs other related duties as assigned

MINIMUM ACCEPTABLE QUALIFICATIONS

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following types of preparation:
 - (a) credit for university or four-year college training leading to a major in radio/television, broadcasting, communications, or closely related fields
 - (b) credit for university or four-year college training leading to a major in fields other than those described in “a”
 - (c) credit for two-year community college, vocational, or technical training in radio-television, broadcasting, communications, or closely related fields
 - (d) responsible experience that provided a knowledge of generally accepted principles, theories, and practices used in broadcasting and communications that would assure the applicant’s overall ability to undertake broadcasting duties at this level. Such experience must be evaluated on the basis of its comparability to a normal curriculum in the academic programs listed in “a,” taking into account the relationship of the experience to the content of the courses in the curriculum.¹

that totals 1.0 unit according to the following conversion rates:

120 semester hours (or a Bachelor’s degree) in “a” = 1.0 unit

120 semester hours (or a Bachelor’s degree) in “b” = 0.75 unit maximum²

60 semester hours (or an Associate degree) in “c” or equivalent vocational/technical training = 0.5 unit maximum³

3 years of “d” = 1.0 unit.

¹In substituting experience for formal academic instruction as provided above, it is recommended that, in order to ensure consistent application of these qualifications, the evaluation and verification of an applicant’s experience be accomplished through the cooperative efforts of the personnel office and an experienced broadcasting professional in a manner that will preserve the applicant’s anonymity.

²That is, up to 3/4 (or 0.75 unit) of the total preparation needed to satisfy requirement 1 may be this type of college training; the balance must be supplied by one or more of the other types of preparation listed above.

³That is, up to 1/2 (or 0.5 unit) of the total preparation needed to satisfy requirement 1 may be this type of training; the balance must be supplied by one or more of the other types of preparation listed above (up to the maximum allowed).

Amounts of education or experience less than those listed above should be converted to decimal equivalents of 1.0 unit and added together when computing combinations of the different types of preparation.

- 2. two years of responsible experience in television, including program/operations, program scheduling, or traffic

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

- 1. knowledge of the operations of a television station
- 2. knowledge of television programming
- 3. knowledge of television promotion format and presentation
- 4. knowledge of Federal Communications Commission regulations
- 5. knowledge of automated data processing systems
- 6. ability to produce publicity items
- 7. ability to work with the public
- 8. supervisory ability

Television Program/Operations Coordinator New
