

## MEDIA WRITER/PRODUCER/ANNOUNCER SERIES

<b>Code No.</b>	<b>Class Title</b>	<b>Occ. Area</b>	<b>Work Area</b>	<b>Prob. Period</b>	<b>Effective Date</b>	<b>Last Action</b>
4521	Media Writer/Producer/Announcer I	02	211	6 mo.	04/15/18	Rev.
4686	Media Writer/Producer/Announcer II	02	211	6 mo.	04/15/18	Rev.

***Promotional Line: 308***

### Series Narrative

Employees in positions allocated to this series produce and present radio and/or television programs and/or online content. They typically:

- conduct interviews, either for broadcast or to gather information for programs or online content;
- determine content of, assemble, and edit on-air or online content;
- announce on the air, either by reading prepared scripts or on an ad-lib basis;
- operate broadcasting equipment;
- supervise subordinates engaged in the production and presentation of programs or assisting in these activities.

### DESCRIPTIONS OF LEVELS OF WORK

#### **Level I: Media Writer/Producer/Announcer I** **4521**

Employees in positions allocated to this level of the series perform regular, day-to-day announcing and production duties for a radio/television/online operation. They work under general supervision of higher-level personnel.

A Media Writer/Producer/Announcer I typically:

1. researches subjects for possible on-air or online content development within logistic and financial constraints;
2. writes scripts for content and promotional announcements;
3. conducts interviews and records other program elements (such as speeches, live music, and other news events);
4. produces, directs, edits, and assembles written or audio/video content in final form for local use syndication or online use;
5. performs on-air announcing duties;
6. trains and supervises employees as assigned;
7. performs other related duties as assigned.

**Level II: Media Writer/Producer/Announcer II****4686**

Employees in positions allocated to this level of the series perform complex announcing and production duties in addition to Level I duties. They work under direction from higher-level personnel.

A Media Writer/Producer/Announcer II typically:

1. develops long-range plans for reporting and audio/video and written content for on-air or online use;
2. assists in budget preparation and control;
3. assists in coverage of special events (such as speeches, concerts, promotional events, and other news events);
4. works with announcing and production staff on advanced announcing and production techniques;
5. supervises other employees, including Producer/Announcer I's; provides guidance and direction to subordinates, including setting performance standards and monitoring performance;
6. establishes and maintains contacts to facilitate access to and receipt of relevant local information for on-air use;
7. represents station at professional workshops and conferences;
8. performs duties listed at level I of this series;
9. performs other related duties as assigned.

**MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:****Level I: Media Writer/Producer/Announcer I****4521****CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER**

1. Any one or any combination totaling three (3) years (36 months) of the following types of preparation:
  - a) progressively more responsible work experience in the production and presentation of radio or television programs, social media, and/or print or online journalism
  - b) vocational training in radio and/or television production, journalism, social media, news or feature writing and/or announcing or closely related fields
  - c) college course work in radio/television, journalism, social media, news or feature writing or closely related fields
    - 60 semester hours equals one (1) year (12 months)
    - 75 semester hours equals one (1) year and six (6) months (18 months)
    - 90 semester hours equals two (2) years (24 months)
    - 120 semester hours or a Bachelor's degree equals three (3) years (36 months)

## KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of on-air radio/television broadcast or journalism practices/ethics.
2. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
3. Knowledge of operating digital radio broadcast and production equipment and editing software.
4. Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.
5. Skill in researching, editing, writing, creating, producing, and assembling radio/television programs or online written news or feature content.
6. Skill in speaking to others to convey information effectively, listening to, and developing relationships with diverse communities.
7. Skill in time management.
8. Ability to speak clearly so others can understand you.
9. Ability to effectively communicate information and ideas in writing as appropriate for the needs of the audience.
10. Ability to operate radio/television equipment, computers, and multi-platform digital tools.
11. Ability to listen to and understand information and ideas presented through spoken words and sentences.
12. Ability to read and understand information and ideas presented in writing.
13. Ability to supervise.
14. Ability to shift back and forth between two or more activities or sources of information (such as speech, sounds, touch, or other sources).

**Level II: Media Writer/Producer/Announcer II****4686**

## CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination totaling three (3) years (36 months) of the following types of preparation:
  - a) progressively more responsible work experience in the production and presentation of radio or television programs, social media, and/or print or online journalism
  - b) vocational training in radio and/or television production, journalism, social media, news or feature writing and/or announcing or closely related fields

- c) college course work in radio/television, journalism, social media, news or feature writing or closely related fields
- 60 semester hours equals one (1) year (12 months)
  - 75 semester hours equals one (1) year and six (6) months (18 months)
  - 90-semester hours equals two (2) years (24 months)
  - 120 semester hours or a Bachelor's degree equals three (3) years (36 months)
2. One (1) year (12 months) of work experience in the production and presentation of radio or television programs, social media, and/or print or online journalism in addition to the preparation required in #1 above.
3. One (1) year (12 months) of work experience comparable to that performed at the Media Writer/Producer/Announcer I level of this series or in other positions of comparable responsibility.

#### KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of on-air radio/television broadcast or journalism practices/ethics.
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3. Knowledge of operating digital radio broadcast and production equipment and editing software.
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