

Classification and Qualification



STANDARDS

The California State University System

Educational Television Program Director San Diego State University

Class Code 2802

Date Established 12-07-66

Date Revised 01-01-78

Occupation Index Reference H-1

DEFINITION:

Under general direction of the Station Manager the incumbent of this position is responsible for all aspects of programming for an open circuit educational television station serving the educational and cultural needs of both the community and the college.

Examples of Typical Activities:

The incumbent is responsible for determining the program schedule and for directing the day-to-day programming operation of the station. Works closely with representatives of groups participating in the television schedule to provide information, guidance and advice in selecting or preparing appropriate program, taking into account such considerations as subject matter of the proposed program, audience to be reached, desirable and available viewing time, costs of production and similar matters. Maintains continuing awareness of the availability of special educational television programs for instructional or other use in order to secure and provide programs of the greatest possible effectiveness and impact. Works with the coordinators of instructional television for both public and private schools to insure that programming is of the highest quality and is appropriate to their instructional needs. Serves as a member of and advisor to special curriculum committees on the effective use of television in the instructional process.

Plans layout out and directs the work of a group of subordinates engaged in the programming aspects of station operations or in developing particular programs. Provides leadership in cooperation with the Director of Production in the training of personnel, and in all aspects of production including lighting, camera operation, floor management and similar matters.

In cooperation with the Director of Production, supervises and reviews the work of producers who are responsible for the creative aspects of the programs to be produced locally as these relate to script, casts, props, sets, visual aids, film strips, technical facilities, sound effects, lighting, musical background and similar matters in order to effect the best possible production. Evaluates scripts for overall cost and production requirements, estimated production time, number of rehearsals, etc. Edits or revises scripts as necessary for dramatic quality, timing, pace, emphasis, effectiveness or length. Plans the entire production to conform to prescribed time limitations. Is responsible for the quality of all productions.

Is responsible to the station manager for all administrative matters relating to station program production, participates in the preparation and submission of the station operating budget, the selection and training of staff and similar matters. Establishes and maintains appropriate controls to insure optimum use of available resources. May act for the station manager in the latter's absence.

As requested, works closely and provides advisory service to the Instructional Television Coordinator and the teaching faculty in the development or improvement of instructional programming for use in the college closed-circuit ITV system. In support of the broadcasting curriculum, may serve as a guest lecturer during demonstration or classroom session relating to television programming.

MINIMUM QUALIFICATIONS:

Knowledges and Abilities:

Through knowledge of instructional methods and techniques and of the appropriate and effective uses of mass communication media and the ability to adapt these knowledges to the particular needs of a variety of special audiences.

Ability to establish and maintain harmonious and cooperative working relationships with college faculty, staff, and students and with representatives of the educational, industrial, cultural or civic interests of the community served; ability to reconcile divergent points of view and to effectively plan for and manage a complex technical operating program; ability to plan, organize and supervise the work of others; ability to train personnel in various aspects of production including lighting, camera operation and floor management; ability to develop plans for effective use of television in the instructional process.

and

Experience:

Equivalent to four years of progressively responsible experience in education television programming and production. Such experience may have been obtained either as a staff member in an educational television station or in a department of educational broadcasting.

A master's degree and additional graduate study in a directly related field may be substituted for experience on a year-for-year basis up to a maximum of two years.

and

Education:

Equivalent to graduation from a four-year college or university in a job-related field. Experience which has demonstrated that the applicant has acquired and successfully applied the knowledges and abilities listed above may be substituted for the required education on a year-for-year basis.

Work Week Group: 4C
Premium O/T: No
Shift Differential: No
Employee Category: Administrative