

PUBLIC ACCESS PROGRAM COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class is responsible for the technical operation of complex video and audio equipment and videotaping of programs and events for broadcast on a municipality's public access cable television station. The incumbent in this position must keep current on industry trends, applicable technologies and the appropriate use of new technologies to create and deliver effective programs and public information announcements. The work involves the coordination of content and project timelines to ensure accuracy and timeliness of information. The incumbent is also responsible for the maintenance and repair of video processing and audio equipment. Work is performed under the general supervision of an oversight committee with considerable leeway allowed for the exercise of independent judgment and initiative in carrying out the details of the work. Supervision is not usually a function of this class. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Coordinates the technical operation of complex video and audio equipment and videotaping and the delivery of programs and events for broadcast on a municipality's public access cable television station to create effective programs and public information announcements;

Attends and negotiates for others to attend various community-wide events and activities and public meetings for the purpose of videotaping programs to be broadcast on the public access channel;

Coordinates the transfer of information from test to production with appropriate personnel to maintain quality assurance standards;

Coordinates and schedules air time and adjusts public access calendar to ensure accuracy and timeliness of information and images;

Coordinates timelines and the nature and schedule of specific programs, in conjunction with departmental personnel, to ensure project timeframes are appropriate and can be met;

Maintains inventory control of all video processing and audio equipment materials and basic replacement parts;

Performs and/or arranges for the repair to equipment and carries out work of varying difficulty in the operation and maintenance of video processing equipment;

Runs editing and video processing and audio equipment and instructs others for back-up purposes;

Maintains database of media contacts of local newspapers and radio stations;

Responsible for releasing public access program schedule to local media contacts;

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Attends scheduled meetings with the Public Access Committee or other oversight committees;

Remains current on industry trends and the appropriate implementation of new and applicable technologies;

Researches new techniques and equipment and makes suggestions on cost-effective upgrades and purchase of new media equipment to an oversight committee, while staying within budgetary guidelines;

May serve on oversight committees involved with public access, web site technology or Internet usage;

May be required to be on call during unscheduled working hours if circumstances of the assignment deem it essential.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of the principles, practices and techniques used in video production and the operation of complex video equipment; good knowledge of routine maintenance of video processing and audio equipment; working knowledge of Federal Communications Commission (FCC) laws and regulations pertaining to video production and broadcast; working knowledge of page design, including writing, editing, lay-out design and programming; ability to continuously monitor industry trends, technologies and standards and implement such; ability to communicate effectively, both orally and in writing; ability to work within tight deadlines; ability to work well with others; detail-orientated; good organizational skills; good judgment; initiative; resourcefulness; tact; patience; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

A. Graduation from a New York State registered or regionally accredited college or university with a Bachelor's Degree in Communications, Film Production, Radio and Television, Video Production or a closely related field; **OR**

B. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Communications, Film Production, Radio and Television, Video Production or a closely related field and two (2) years of full-time experience, or its' part-time equivalent, in professional radio, television, film or video production; **OR**

C. Graduation from high school or possession of a high school equivalency diploma and four (4) years of full-time experience, or its' part-time equivalent, in professional radio, television, film or video production; **OR**

D. An equivalent combination of training and experience as described in A, B and C above.

ULSTER COUNTY
5212 PUB PRG CD
Classification: Competitive
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Adopted: March 24, 2006

