

## **PUBLIC ACCESS PROGRAM SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** An employee in this class is responsible for coordinating and scheduling the calendar of events and programs that are submitted for viewing on a municipality's public access television station. An incumbent is responsible for maintaining and updating contacts of local media and other community based groups, and for issuing press releases highlighting the upcoming public access programs on a weekly basis. The work involves the arrangement of content and project timelines to ensure accuracy and timeliness of information. The work is performed under the general supervision of an oversight committee with 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 and schedules the air-time for pre-recorded programs that are submitted for viewing and adjusts public access calendar to ensure accuracy and timeliness of information;

Coordinates 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;

Coordinates the videotaping of various community-wide events and activities and public meetings to be broadcasted on a municipality's public access channel;

Maintains and updates media contacts of local newspapers and radio stations and other community based groups and organizations and issues press releases on a weekly basis highlighting the upcoming public access program viewing schedule;

Receives all pre-recorded programs that are submitted for viewing and ensures that all tapes are returned in a timely manner, once the program has been broadcasted;

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

Maintains records of all calendar listings to verify that all information submitted is accurate prior to broadcasting;

Maintains inventory control of all video processing equipment and materials;

Performs community outreach work by establishing and maintaining contacts with diverse community organizations enhancing the awareness of the public access cable program;

Encourages local community organizations to utilize the public access program to highlight special events, topics of special interest and other community-based programming events;

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

Contacts service providers for the repair of video equipment under the municipality's ownership;

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

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

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of publicity principles, practices, and terminology; working knowledge of page design, including writing, editing, lay-out design and programming; working knowledge of Federal Communications Commission (FCC) laws and regulations as they pertain to video broadcasting; ability to coordinate the production of public relations media; ability to work well with others, including members of the press and community-based organizations; ability to communicate effectively, both orally and in writing; ability to work within tight deadlines; detail-oriented; good organizational skills; good judgment; initiative; resourcefulness; tact; dependability; 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 an Associates Degree in Communications, Journalism, Marketing, Public Relations or a closely related field and two (2) years of full-time paid, or its' part-time equivalent, work experience, in designing promotional materials and the marketing of such to the public, at least one year of which must have been in a television, radio, video production or journalism work setting; **OR**
- B. Graduation from high school or possession of a high school equivalency diploma and four (4) years of full-time paid, or its' part-time equivalent, work experience in designing promotional materials and the marketing of such to the public, at least two years of which must have been in a television, radio, video production or journalism work setting; **OR**
- C. An equivalent combination of training and experience as described in A or B above.

**Special Requirement:** Possession of an appropriate New York State Motor Vehicle Operator's license at the time of appointment.