THE CITY UNIVERSITY OF NEW YORK
Classified Civil Service Position Description

Title

TELEVISION MEDIA PRODUCTION SPECIALIST

Title Codes

04987 Annual (Full-Time)
04987 Hourly (H)

FLSA Status

FLSA designation is Exempt. Overtime policy is subject to bargaining unit agreements.

Date Issued

5/22/2019

General Duties and Responsibilities

Under general supervision, in office titles such as Production Assistant, Producer, Writer, Editor, Host, Reporter or Interviewer, employees in this class of positions are responsible for the creative design, development and/or execution of editorial material for broadcast. This includes writing, reporting and gathering information; and producing, hosting and/or editing of the material that is to be broadcasted. May also be responsible for developing, managing and coordinating the content and presentation of broadcasts.

There are three assignment levels in this class of positions. This specification describes typical duties of these assignments; related duties are performed as needed.

General Work Tasks

Assignment Level 1: Typical Level 1 office titles include Production Assistant and Associate Producer. Areas of focus for producers are studio-based programming consisting of up to one host and three guests. Thoroughly experienced in film, TV or video production, they display an understanding of the creative and technical needs of different types of shows (e.g., informative vs. stylistic); how each might borrow from the other; and how the material being created fits into the “look” of a production – it’s development, story building and creative delivery. They utilize and effectively communicate the qualities and techniques associated with artistic creation/appreciation (e.g., feeling, aesthetics, music, style, text, symbolism to audience, and elegance) in order to effectively direct or oversee design/studio staff, or take a lead role in, a variety of broadcast productions. Specific work tasks may also include:

- Assisting in the design, development and creation of program look and style in coordination with editing and other staff involved in broadcast production and post-production.
- Directing and coordinating various aspects of production, such as audio, scenes, music, timing, camera work, lighting and script writing.
- Reviewing the technical quality of video prior to broadcast and recommending edits and changes as appropriate.
- Utilizing computer hardware and software to create, edit, revise and broadcast information, programs and other data.
- Providing information and content as needed to update station website and databases.

Assignment Level 2: Typical Level 2 office titles include Line Producer, Segment Producer, Producer, Director, Writer or Editor, or Host, Reporter, Interviewer. Areas of focus for producers are studio-based programming consisting of up to one host and three guests, and in addition, magazine programs where more creativity and/or technical accuracy and/or variety is required. They work with a wider latitude for independent judgment, and lead a large staff or plays a primary role in complicated productions where very strong, technical, creative, aesthetics and storytelling abilities are required. In addition to the duties described above for Assignment Level 1, they help to coordinate various aspects of the broadcast program, and assist in selecting production staff and
planning/maintaining staff schedules. Specific work tasks may also include:

- Coordinating staff through pre-production, production and post-production phases of the development of broadcast material.
- Developing and creating programs or program segments.
- Outlining programs, and may compose or edit program scripts.

**Assignment Level 3:** Typical Level 3 office titles include Executive Producer, Supervising Producer, Writer or Editor, or Host. Areas of focus for producers are studio-based programming consisting of up to one host and three guests, magazine programs and other special broadcasts, live shows and other major productions working closely with such people as high level CUNY management, New York City/State officials, and liaisons with CUNY campuses. Their work products exhibit a thorough understanding of the "look" and "style" that a particular production should have, and the expectations and needs of the target audience. They consistently display a thorough understanding of the technical aspects of the production and creative proficiency, and a passion for telling stories with the ability to explain and describe the details of those stories to all involved in the creation and delivery of the broadcast production. In addition to performing or overseeing the performance of all of the duties of Assignment Levels 1 and 2, they plan and coordinate various aspects of the broadcast program, including selecting/casting internal staff and external talent.

**Qualification Requirements**

**Assignment Level 1:** Requires a high school diploma or GED, and 2 years of full-time, satisfactory directly related experience in a television broadcast environment, or Associate Degree or 60 college credits, and 1 year of experience.

**Assignment Level 2:** Requires a high school diploma or GED, and 5 years of experience, or Associate Degree or 60 college credits, and 4 years of experience, or Baccalaureate Degree and 3 years of experience.

**Assignment Level 3:** Requires a high school diploma or GED, and 10 years of experience, or Associate Degree or 60 college credits, and 9 years of experience, or Baccalaureate Degree and 8 years of experience, or Master’s Degree and 7 years of experience.

**Important Notes:** All qualifying experience must be from a television broadcast environment, full-time, or full-time equivalent, and in a position where the duties performed are directly related to those of Television Media Production Specialist.

College education must be in a directly related field of study, from a regionally accredited or New York State registered four-year college or university.

Some positions in any of the Assignment Levels may require a current, valid Motor Vehicle Driver License valid in the State of New York.

**Direct Lines of Promotion**

From: None  
To: None