

CITY OF GLENDALE

TITLE: Television Producer/Host CLASS CODE: 470

REPORTS TO: Television Production Manager RANGE: 44

DEPARTMENT: Marketing/Communications FLSA: E

JOB SPECIFICATION DATE: July 1, 2005 bwg

JOB SUMMARY:

Plans and creates original programming for on-air broadcast by researching, writing, producing, reporting, and hosting news stories and programs, documentaries, public service shows and promotional videos for on-air presentation.

ESSENTIAL FUNCTIONS:

1. Plans and creates original programming for on-air broadcast by researching, writing, producing, reporting and hosting news stories and programs, documentaries, public service shows and promotional videos for on-air presentation.
2. Develops stand-ups and writes self-contained stories for news and other original programming.
3. Determines subject matter, editorial content and coordinates production schedules for programs.
4. Researches, writes, produces and hosts documentaries about City programs, services, activities and departments for on-air presentation.
5. Researches information for on-air program development by collaborating with the Mayor, City Council, City Manager, other City departments, and citizens.
6. Works in collaboration with staff and freelance videographers for best video, audio and natural sound available on all assignments.
7. Researches and gathers all video content and graphic presentations included in on-air products.
8. Helps determine best story content and length of on-air presentations.
9. Serves as project lead and department liason for all aspects of program production and development.
10. Formulates ideas for new and original in-house programs and productions.
11. Performs as on air talent as needed.
12. Analyzes program content and presentation with the Cable Manager.

SECONDARY FUNCTIONS

13. Performs other related duties as required.

KNOWLEDGE, SKILLS, ABILITIES:

Knowledge of:

Current television industry trends, techniques and technology.
Script writing and electronic field production management.
Electronic news gathering techniques, broadcast industry and FCC standards.
Researching and producing mini-documentaries.
Writing and producing Public Service Announcements.
Issues of current interest to the community.
Application and production of videotapes.
Regulations, procedures and services of City departments.
Broadcast newswriting principles and story development.
Guidelines for acceptable programming for government access television.

Skill in:

Personal Computer Operations
Use of technical broadcast equipment (video playback, camera, teleprompter, etc.)

Ability to:

Speak and write using standard English and syntax.
Communicate effectively both verbally and in writing.
Generate new and creative ideas for programming.
Determine the best source and presentation of news and other programming.
Develop, coordinate, produce and host innovative and attractive programming for municipal programming.
Translate current issues and items of interest into television programming.
Write and edit materials for television production.
Strong live, on location and studio presentation skills.
Work effectively with City officials, staff and the public.

WORKING CONDITIONS:

Generally an office environment, with field/on location shoots as needed.

MINIMUM QUALIFICATIONS:

Bachelor's degree in Communications or Television Production and five years experience in writing/producing broadcast news and documentaries, and on-air reporting/anchoring.
Experience in city government or government access television is preferred.
Any equivalent combination of training and experience which provides the required knowledge, skills, and abilities is qualifying.

SPECIAL REQUIREMENTS:

Valid Arizona Drivers license.
Some night, weekend and holiday work may be required.
Normal color vision is a necessity.