

MULTICAST TRAFFIC COORDINATOR

DEFINITION

Oversees the production and accuracy of the KLCS-TV/DT analog and digital channel program logs, including the integration of televised and electronically distributed elements into the preparation of daily scheduling and operating logs, traffic coordination, daily satellite uplink/downlink feeds, server based data and videotape coordination, and continuity of broadcast.

TYPICAL DUTIES

Coordinates the compilation and maintenance of daily program logs by entering information such as broadcast start times, length, titles, event numbers of programs, and secondary events and programming information; and by scheduling public service and promotional announcements, station identifications, and fillers for broadcasting between programs.

Reviews daily program logs after use and notifies appropriate personnel of program run errors and resolves operational discrepancies noted by engineers, such as mistimed or damaged feeds.

Creates and updates server databases to ensure proper ingestion of broadcast data.

Compiles weekly and daily network record schedules which contain information such as satellite feed time, length, title, episode number of programs, and erase date.

Prepares and schedules the interstitial elements for KLCS's multiple broadcast channels.

Liaises with vendors regarding software updates, new installations, and problem solving.

Liaises with the Public Broadcasting System and other syndicators, public broadcasting stations, and cable stations to exchange ideas, videotapes, and satellite feeds; borrow program publicity materials; and obtain legal assistance.

Maintains proper information relating to programs and FCC rules and regulations regarding the traffic function and operations of the station.

Implements policies and procedures related to the operations of the unit.

May assist with the production, recording, and broadcasting of analog and digital programs.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Multicast Traffic Coordinator is responsible for the production and accuracy of KLCS-TV/DT analog and digital channel program logs, the scheduling and tracking of satellite operations, maintaining and integrating server based data, and ensuring continuity of broadcast.

The Director of Programming and Operations develops and implements the KLCS-TV/DT broadcast schedule, which includes selecting programs for broadcast, develops program policies and procedures, and supervises the activities of the programming and operations staff.

A Television Programming Associate participates in the development and implementation of the KLCS-TV/DT broadcast schedule; assists in the evaluation, selection, and acquisition of programs for broadcast; and implements policies and procedures related to programs.

SUPERVISION

General supervision is received from the Director of Programming and Operations.

CLASS QUALIFICATIONS

Knowledge of:

- Public Broadcasting Service and other public television resources
- Federal Communications Commission regulations regarding daily program logs and public service announcements
- Digital software applications for television broadcasting
- Digital media, maintenance, and storage
- Server technology and applications
- Routine broadcast media traffic procedures
- Microsoft Windows operating systems

Ability to:

- Work efficiently and effectively under pressure
- Prioritize tasks with respect to importance and deadlines
- Represent the station to District departments and outside agencies using judgment, skill, and tact
- Make proper decisions to maintain the integrity of program logs in the event of emergencies such as power outages and equipment failure
- Communicate effectively, both orally and in writing
- Operate a personal computer

ENTRANCE QUALIFICATIONS

Education:

An associate's degree or a minimum of 60 semester units or 90 quarter units from a recognized college or university with at least 15 semester units or quarter unit equivalent in broadcasting, television production, communications, multimedia technology, computer science, or a related field. Additional qualifying experience working for a television station as a unit manager, traffic manager/coordinator, operations assistant/coordinator, or equivalent position with responsibility for preparing broadcast logs may be substituted for the required education on a year-for-year basis.

Experience:

Two years of experience working for a television station as a unit manager, traffic manager/coordinator, operations assistant/coordinator, or equivalent position with responsibility for preparing broadcast logs. One year of experience operating a computer server and related peripheral equipment may be substituted for one year of experience. Experience working in a digital television broadcast facility is preferred.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Requirements are representative of the minimum level of knowledge, skill, or abilities. Management retains the discretion to add or change typical duties of a position at any time.

Title change and revision
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Reviewed
01-07-25
BM