

DIRECTOR OF PROGRAMMING AND OPERATIONS

DEFINITION

Develops and implements the KLCS-TV/DT multi-channel broadcast schedules; evaluates, selects, and acquires programs for broadcast; supervises the operations, traffic, videotape, news, and programming functions; and develops and implements policies and procedures related to programs.

TYPICAL DUTIES

- Develops and implements the program schedule for broadcast on KLCS, and determines appropriate placement of programs in the overall program schedule.
- Develops and oversees the daily production of programs produced by KLCS in conjunction with District departments, other educational and public service agencies, and commercial clients involved in education; and coordinates the production schedule with the Chief Engineer.
- Supervises the production of non-instructional KLCS programs.
- Plans and directs broadcast schedule operations for multiple channels and provides direction and guidance regarding program logs, record schedules, program sources, dubbing of broadcast media rescheduling of programs, distribution and shipping of KLCS-produced programs to other stations, and operational discrepancies; and the receipt, storage, pulling, and shipping of videotapes.
- Supervises and participates in the evaluation and selection of programs for broadcast based on factors such as the amount of broadcast time needed to air all episodes of a program; relevance, appropriateness, audience appeal, cost, suitability, content, and technical quality of programs; ethnic balance of actors in programs; and the presentation of material in programs.
- Negotiates prices and KLCS rights and obligations in regard to programs that are purchased by KLCS, and is responsible for the preparation and execution of required documents.
- Ensures that program materials are broadcast, dubbed, and incorporated into KLCS productions in accordance with program acquisition agreements, KLCS program rights and obligations, and copyright law.
- Participates in and supervises others in liaising with the Public Broadcasting System and other syndicators to exchange ideas and videotapes and to obtain legal assistance.
- Ensures compliance with rules, procedures, guidelines, and regulations as defined by the District, Federal Communications Commission, California Department of Education, Public Broadcasting Service, Corporation for Public Broadcasting, and Academy of Television Arts and Sciences.
- Meets with and may address a variety of groups, including the Board of Education, employees, school administrators, officials of public agencies, students, and community organizations regarding programming issues.
- Formulates and implements policies and procedures related to programs and original program development.
- Responds to viewer inquiries.
- Maintains department budgets and controls.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

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.

The General Manager, KLCS is the administrator responsible for the development and implementation of policies regarding the goals, purpose, and operation of Television Station KLCS and the administrative direction of the station's operation.

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 General Manager, KLCS. General supervision is exercised over Multicast Services Coordinators, Digital Library Assistants, Television Producer-Directors, Television Programming Associates, Television Broadcasting Assistants, On-Air Promotions Producers, Illustrators, and Television Studio Assistants.

CLASS QUALIFICATIONS

Knowledge of:

- Programming acquisition and scheduling strategies
- Public television station analog and digital operations, practices, and procedures
- Digital and multi-channel practices and procedures
- Copyright and contract law in regard to program broadcast rights
- Federal Communications Commission regulations and procedures in regard to programming and broadcast license renewal
- General Public Broadcasting System operations and program distribution procedures
- Program policy standards and practices
- Computerized programming systems
- Video production practices and procedures
- Broadcast journalism practices and procedures
- Principles of supervision

Ability to:

- Evaluate information and make decisions quickly
- Work under high pressure conditions
- Supervise the operation of a computerized information management system designed for use in television program management
- Evaluate television program content and technical quality
- Organize, monitor, and direct operational work flow
- Maintain accurate records and prepare reports
- Interact effectively with staff, District employees, and the public
- Communicate effectively both orally and in writing
- Learn and implement evolving digital technologies

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree in broadcasting or a related field. Courses in supervision and budget management are preferable. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Experience:

Three years of management experience in broadcast programming or operations, including responsibility for generating and implementing the broadcast schedule and overseeing production operations.

or

Five years of technical experience in a broadcast facility developing, producing, selecting, or acquiring programs for broadcast and providing work direction to personnel engaged in lower-level broadcast programming or operations. One year of managerial experience may be substituted for two years of technical experience in a year for year basis.

Special:

A valid California Driver License.
Use of an automobile.

The 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.

Revised
04-27-06
TH

Reviewed
09-19-13
CA

Updated
01-22-25
Transportation
Language Only