

ISSUED: 5/94

& 6/93

CLASS

TITLE: Broadcast Manager

SALARY

SCHEDULE: B

CODE: PE303

SALARY

EEO

UNION: P&A, Local 1979, U.A.W.

GRADE: 14

CODE: 30

FLSA: Exempt

E-CLASS: PE

**POSITION PURPOSE**

Direct the operations and development of the WDET-FM sub-channel providing broadcast services to the physically handicapped and visually impaired in the metropolitan area. Oversee all activities and provide specialized technical guidance and assistance requiring knowledge of involved practices, precedents and principles.

**ESSENTIAL JOB FUNCTIONS**

- Supervise the production and transmission of programs for the Detroit Radio Information Service (DRIS), the WDET-FM subchannel which broadcasts the reading of printed materials for visually impaired and physically handicapped listeners in the metropolitan area. Plan, record and coordinate the production of programs developed locally for broadcast; obtain rights to broadcast programs produced elsewhere on the subchannel.
- Develop program schedule for the Detroit Radio Information Service. Research and identify needs of patrons in order to create appropriate programming for audience; determine order of broadcasts so the appropriate listeners will be reached for each program aired; mail program schedule, produced in large print or on cassette, to listeners.
- Oversee the technical and service efforts of subchannel employees and volunteers. Schedule volunteers so that programming is available 24 hours a day; ensure receivers are in proper working order and distributed to people wishing to listen to subchannel broadcasts; recommend the acquisition of new equipment.
- Manage and coordinate fundraising and social activities for the Detroit Radio Information Service. Contact corporations, foundations and area volunteer organizations to underwrite programs and solicit funds and/or volunteers; make listener appeals for support. Work with various service organizations and media to publicize information about the station's mission and programs so that people who can benefit from services know of the station's existence. Participate in fundraising campaigns for the main channel (WDET-FM.)
- Direct activities of the engineering unit. Regulate and control broadcasting and audio production equipment; utilize knowledge of equipment operation and repair to oversee use and maintenance; maintain station compliance with all applicable FCC regulations.
- Establish and maintain effective business relationships with internal and external contacts. Identify customer needs; develop programming to accommodate needs of audience and enhance station funding; serve as liaison to outside agencies, foundations and local businesses. Work with other University departments to collaborate on the provision of services, marketing and fund raising. Coordinate special projects and events.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

- Perform related work as assigned.

### **ADDITIONAL COMMENTS**

This classification requires a professional possessing specialized technical knowledge and experience in radio station operation to prepare program schedules, produce and oversee broadcast of programming, coordinate fund-raising and oversee part-time and volunteer support staff for a radio subchannel. This position oversees the functioning of the Detroit Radio Information Service (DRIS), a subchannel of WDET-FM, which services the visually impaired and physically handicapped community by broadcasting the reading of a variety of printed material. DRIS operates as a separate radio station with a 24 hour a day schedule. Listeners can access the subchannel only through specially designed receivers, which are available through the main channel. This classification demands in-depth knowledge of an experience in radio or television station operations. Work activities demand in interpolative thinking challenge requiring a search for solutions within defined practices, policies, procedures. This classification must understand and adhere to FCC regulations. The incumbent supervises a large number of part time employees and volunteers and serves as the station's liaison with external organizations and the general public. Work direction is received from the General Manger, WDET-FM.

### **MINIMUM QUALIFICATIONS**

- Graduation from an accredited college or university or an equivalent combination of education and/or experience preferred.
- Coursework in mass communication, marketing or business preferred.
- Reasonable experience in radio or television broadcast.
- Some supervisory experience.
- Some knowledge of FCC rules and regulations.
- In-depth understanding of broadcast technology.
- Excellent oral and/or written communication skills.
- Ability to attract and motivate volunteer employees.
- Considerable volunteer management experience.
- Reasonable development experience.
- Excellent on-air presentation preferred.
- Ability to communicate effectively with others.
- Some knowledge of the issues concerning persons with disabilities and the agencies which serve them preferred.
- Typically, incumbents have worked at a television or radio station.