

ISSUED: 2/01
3/99, 9/91, 3/88
CLASS

TITLE: Producer/Writer

SALARY
SCHEDULE: B

CODE: PE321

UNION: P&A – Local 1979, U.A.W

SALARY
GRADE: 11

EEO
CODE: 30

FLSA: Exempt

E-
CLASS: PE

POSITION PURPOSE

Develop and produce radio or television programs either for WDET-FM radio or University Television in order to disseminate information, entertain and inform, enhance the public image of the University, broaden community awareness and increase audience base. Position duties require the application of specialized skills which can be acquired through a combination of job-related training and considerable on-the-job experience.

ESSENTIAL JOB FUNCTIONS

- Plan, develop and implement music or news/informational programming to increase and maintain audience base and market share. Research subject matter area and develop radio or television program content which includes informational pieces, alternative music styles and literary recordings; arrange on-air readings and guest interviews.
- Plan, develop and coordinate pre-production meetings, storyboards, script writing/editing, location surveys and rehearsals. Develop and produce television programs and video taped presentations in support of classroom instruction, marketing/promotion, training and dissemination of information. Conduct post-production and editing activities.
- Interface with university clients to clarify project objectives; develop project charter or plan of work establishing production costs and scheduling; produce scripts/treatments, graphics, music mix, sound effects, etc.
- Coordinate and monitor studio and remote production projects; assist and facilitate production staff; oversee and participate in video computer graphics utilizing appropriate software; determine technical equipment usage during production process.
- Produce daily/weekly news program reports and features which reflect local, state and national events. Write and anchor news programming; follow and report local news events; conduct on-air interviews and handle telephone call-ins.
- Produce daily/weekly music programming, live or recorded, that reflects the programming mission of the radio station as well as the format guidelines. Conduct music related interviews as appropriate.

- Participate in fund raising activities and pledge drives when assigned to solicit and increase station revenues and financial base. Record and/or make on-air listener appeals; determine appropriate way to incorporate listener appeals into broadcasts; ensure that programming offered contributes to listener base and donations.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This classification is designed to develop and produce radio or television programs and video taped presentations for WDET-FM or University Television. Work activities require specialized technical skills utilizing radio, video or television equipment. This classification is designed to function either as a University Television producer or a WDET news and music show producer. The incumbent must be well versed and have a broad knowledge of radio or television programming of news events, music, the arts, etc. Position incumbents are expected to write, edit, interview, and host shows/events. Work activities are specific in objective and content, but require the incumbent to search for solutions and new applications and establish priorities and procedures. This classification is typically found in WDET-FM or University Television and reports to and receives work direction from a higher level professional or management level employee.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university with major coursework in mass communication or equivalent combination of education and/or experience.
- Reasonable experience producing news or music programs.
- Reasonable knowledge and understanding of audio, video, broadcast, or film production procedures.
- Reasonable knowledge of a broad range of music, the arts and public affairs.
- Possess a serious, comprehension, broader-than-mainstream view of news issues.
- Ability to produce broadcast video or audio documentaries.
- Reasonable experience utilizing audio equipment including field recording equipment video, computer and television equipment, e.g. Media 100, Avid or ENCO.
- Reasonable experience utilizing appropriate computer audio or graphics software, e.g. ENCO, Photoshop, After Effects, Director or Premier.
- Public radio program producer experience preferred.
- Excellent on-air presentation.
- Good organizational and research skills.
- Some knowledge of audio production or film/television lighting techniques preferred.
- Typically, incumbents have held on-air host positions at a radio station.