

JOB TITLE: Broadcast Station Manager

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES:

The Broadcast Station Manager works under the immediate supervision and direction of the High School Principal or designee. The Broadcast Station Manager is responsible for administering, maintaining, and promoting the Rocklin Unified School District television channel on Wave Broadband. This position is responsible for establishing positive community relations and for the technical aspects of running a public access station which may include scheduling, promoting and creating quality broadcast programming.

SUPERVISOR: High School Principal or designee

TYPICAL DUTIES AND RESPONSIBILITIES:

The essential duties and responsibilities for this position include, but are not limited to, the following:

- Schedule program line-up using event controller program such as Leightronix Nexus Event Controller
- Maintain the event controller system
- Create slides of school-related events and news items to run on the channel
- Schedule slide shows
- Maintain and oversee repairs of equipment
- Communicate with tech sources
- Purchase consumables (bulbs, tapes, batteries)
- Create schedule and website for channel
- Send out email schedule weekly to all schools and other stakeholders
- Work with teachers and other interested parties to publicize the availability of station resources
- Communicate with teachers and administrators to guide interested parties through the programming creating process and to produce shows for studio or location taping
- Present district theater events live to the community
- Tape other events, such as graduations, games, and musical performances to provide regular programming for the station.
- Facilitate programming by arranging for taping or securing tapes from other schools
- Administer the computers in the Video Editing Lab in conjunction with broadcasting teacher
- Take stock of equipment such as studio cameras, switcher system/mixer, and control room tape decks in conjunction with broadcasting teacher
- Maintain and set up studio and background sets for shoots that involve students and/or other schools in conjunction with broadcasting teacher
- Tape events using Tricaster system and studio cameras at remote locations such as the theater
- Conduct workshops and training sessions for district personnel and/or students

- Ensure that privacy issues and/or releases are obtained prior to taping and/or release of video or photographic productions

KNOWLEDGE OF:

- Television production, including on-air reporting, photography, digital editing, graphics, computer lab administration
- Management of a public access station
- California high school career and technical standards and television production curriculum
- Administration of video editing lab
- Graphics and editing software such as Final Cut, Premiere, Photoshop, Flash
- Live remote television production of sporting and cultural events

ABILITY TO:

- Develop positive, effective working relationships with all district personnel, teachers, principals, and the community in order to promote participation in the station
- Motivate, instruct and work with student interns and adult volunteers
- Problem solve and trouble shoot to keep all station equipment functioning
- Run event controller
- Create and maintain events calendar
- Repair and/or oversee repairs of station equipment
- Multi-task and follow-through with producing and organizing multiple projects and events

EMPLOYMENT STANDARDS:

Bachelor's degree with valid California credential authorizing the holder to teach broadcasting; valid California automobile operator's license; Rocklin Teachers Professional Association/CTA union dues or service fees in are required.

DESIRABLE QUALIFICATIONS:

Master's degree in communications or related telecommunications or technical field; three to five years experience teaching at the high school level or above; three to five years experience television industry experience

DESCRIPTION OF PHYSICAL REQUIREMENTS:

Medical Category I

1. Positions in this category require normal physical strength and endurance for standing, sitting, bending, or walking.
2. Work assignments are normally located in a work environment with light physical work and require light physical effort.
3. Lifting 25 pounds maximum or carrying any object weighing up to 15 pounds.

Adoption Date: May 21, 2008

Revised:

The Rocklin Unified School District does not discriminate on the basis of color, race, religion, ancestry, national origin, age, sex, sexual orientation, gender, ethnic group identification, mental or physical disability in its educational programs, activities, or employment. All educational opportunities will be offered without regard to color, race, religion, ancestry, national origin, age, sex, sexual orientation, gender, ethnic group identification, mental or physical disability.

No person shall be denied employment solely because of any impairment which is unrelated to the ability to engage in activities involved in the position(s) or program for which application has been made. It is the responsibility of the applicant to notify the employer of any necessary modifications to the job or work site in order to determine whether the employer can reasonably accommodate any known disability.

The Rocklin Unified School District Maintains a tobacco-free, drug-free environment.