



Edwin Lee
Mayor

Micki Callahan
Human Resources Director

**NOTICE OF FINAL ACTION TAKEN BY THE
HUMAN RESOURCES DIRECTOR**

Date: June 22, 2015

Re: **Notice of Proposed Classification Actions –Final Notice No. 70 FY 14/15 (copy attached).**

Pursuant to completion of discussion with IATSE, Local 16 regarding this classification action, the classification action contained in the above referenced notice became effective June 22, 2015.

Micki Callahan
Human Resources Director

by: _____

A handwritten signature in black ink, appearing to be "Steve Ponder", written over a horizontal line.

Steve Ponder
Classification and Compensation Manager
Human Resources

cc: All Employee Organizations
All Departmental Personnel Officers
DHR – Class and Comp Unit
DHR – Client Services Unit
DHR – Employee Relations Unit
DHR – Recruitment and Assessment Unit
DHR – Client Services Support Services
Micki Callahan, DHR
Michael Brown, CSC
Sandra Eng, CSC
Linda Cosico, DHR
Maria Newport, SFERS
Risa Sandler, Controller/Budget Division
Devin Macaulay, Controller/ Budget Division
Theresa Kao, Controller/ Budget Division
Drew Murrell, Controller/ Budget Division
Alex Koskinen, Controller/ Budget Division
E-File

**NOTICE OF PROPOSED CLASSIFICATION ACTIONS BY
THE HUMAN RESOURCES DIRECTOR**

The following actions are being posted in accordance with Civil Service Rule 109. In the absence of a protest addressed to the Human Resources Director, the proposed changes will become final seven (7) calendar days from the posting date.

Posting No: 70
Fiscal Year: 2014/2015
Posted Date: 05/28/2015
Reposted Date: 06/12/2015

AMEND THE FOLLOWING JOB SPECIFICATION(S):
(Job specification(s) attached.)

Item #	Job Code	Title
1	1766	Media Production Technician
2	1767	Media Programming Specialist
3	1769	Media Production Supervisor

Protests on an item should be addressed to the Human Resources Director and can be submitted by mail to the City and County of San Francisco, Department of Human Resources, 1 South Van Ness Ave, 4th Floor, San Francisco, CA 94103 or by email to DHR.ClassificationActionPostings@sfgov.org. All protests must be received in writing no later than close of business seven (7) calendar days from the posting date, and must include the posting and item number(s), the basis on which the protest is submitted and identify the affected parties.

For additional information regarding this proposed classification action, please contact Megan Siems, Senior Classification and Compensation Analyst, at (415) 557-4898 or by email at Megan.Siems@sfgov.org.

Copies of this notice may be obtained from the Department of Human Resources or from the website at: <http://sfdhr.org/index.aspx?page=109>. Copies of Civil Service Rule 109 may be obtained from the Department of Human Resources, the office of the Civil Service Commission at 25 Van Ness Ave, Suite 720, San Francisco, CA 94102 or from the website at: <http://www.sfgov3.org/index.aspx?page=328>.

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**CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES**

**Title: Media Production Technician
Job Code: 1766**

INTRODUCTION

Under immediate supervision, provides technical support for the recording, encoding and transmission of city government meetings and events and other video programming for departments of the City and County of San Francisco.

DISTINGUISHING FEATURES

Positions in this class are entry level positions in the series and are distinguished from the higher level positions in the series in that this class follows routine and established procedures in carrying out assigned technical duties.

SUPERVISION EXERCISED

None

MAJOR, IMPORTANT, AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Operates automated on-air playback system by performing a variety of tasks including updating the cable channel automation schedule, ingesting and segmenting media for cable channel transmission, and updating interstitial graphics elements; monitor on-air and webcast audio and video signals for conformance and make necessary adjustments for optimum cablecast transmission; create and update graphic public service announcements in digital bulletin board system.

2. Sets up, adjusts, and operates broadcast control rooms for meetings, which includes testing and basic troubleshooting of robotic controlled cameras and controllers, audio sources and mixer, video sources and switcher, on-air character generator graphics, video recorders and video streaming systems, and audio and video routing systems; encodes video for streaming on the internet, adding index and updating Video On-Demand webpages .

3. Assists with both on-location and in-studio productions of live and live-to-tape video production with equipment such as cameras, cables, lights, microphones, audio mixer, video switcher, waveform/vectorscope, tripods & set design props, (backgrounds if needed); assists with syncing video sources with the switcher, adjusting set lights, preparing the set, wiring lavalier microphones with an audio mixer, titling graphics live, assisting the talent; operates camera on tripod as the camera operator; trim media on playback server and encode video programs.

4. Packs, transports, sets-up, operates, and troubleshoots broadcast quality multi-camera audio and video systems, including lights, audio feeds, robotic control cameras system, ENG camera, digital video recorders, for the remote recording, video streaming, and live transmission of City government meetings, events and other video programs.

5. Performs office and clerical functions; communicates with the general public, elected officials, and

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DEPARTMENT OF HUMAN RESOURCES**

**Title: Media Production Technician
Job Code: 1766**

other city employees.

6. Performs related duties as required.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: television studio and field production techniques and theory; technical operation of video and audio production equipment; broadcast technical standards for video programs, computer operations, and video/media related software applications.

Ability to: recognize and correct deficiencies in video and audio signals; use professional video production, grip and lighting equipment, waveform/vectorscope, video/audio routing and patching systems and software applications to record, encode and transmit/cablecast live programming on the City's cable channels, website and social media channels; and communicate effectively orally and in writing.

MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

Education:

Experience:

Three (3) years of broadcast production experience.

License and Certification:

Possession of a valid California driver's license

Substitution:

A certificate from a recognized media production program may substitute for one (1) year of the required experience.

Possession of a baccalaureate degree from an accredited college or university in broadcasting, communications or a related field may substitute for all of the required experience.

SUPPLEMENTAL INFORMATION

Essential duties require the following physical skills and work environment: travel to production locations and moving and/or lifting of heavy equipment; exposure to disagreeable weather conditions; working in small confined spaces, among crowds, and/or unpredictable environments

**CITY AND COUNTY OF SAN FRANCISCO
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Job Code: 1766**

and field conditions.

PROMOTIVE LINES

ORIGINATION DATE: 9/20/2000

AMENDED DATE: 6/22/2015

REASON FOR AMENDMENT *To accurately reflect the current tasks, knowledge, skills and abilities defined in the most recent job analysis conducted for this job code.*

BUSINESS UNIT(S): COMMN

**CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES**

**Title: Media Programming Specialist
Job Code: 1767**

INTRODUCTION

Under general supervision, responsible for video production, acquisition, branding, and scheduling of programming for the City and County of San Francisco.

DISTINGUISHING FEATURES

The 1767 Media Programming Specialist is distinguished from the 1766 Media Production Technician by its responsibility for creating and programming content whereas the latter class follows routine and established procedures. The 1767 is distinguished from the 1769 Media Production Supervisor in that the latter has supervisory responsibility for subordinate staff.

SUPERVISION EXERCISED

None

MAJOR, IMPORTANT, AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Organizes, coordinates and schedules all programming for transmission on the City's cable television channels and website; prepares and maintains daily programming logs, updates on-air video guide and internet schedules under a weekly deadline for 24-hour playback; monitors transmissions to insure accurate adherence to playback schedules; uses professional video equipment to prepare video recordings for transmission and oversees those engaged in preparation of video recordings for transmission; updates and maintains computerized records database(s); organizes, catalogs & maintains the station's media library.
2. Conducts research, outreach and networking to acquire outside programming and public service announcements for transmission on the channels and website; screens programs for appropriate content and technical quality; and communicates program information to public and city staff.
3. Designs and produces graphics and motion graphics for video productions, station ID, and public service announcements; ; coordinates acquisition of information and images, edits and converts text and graphics to be incorporated into graphic designs; defines consistent graphic standards for the station's branding and trains staff in graphics production techniques and the correct application of designs.
4. Develops program information for television and internet channels, the website, social media, and digital bulletin board system; creates marketing and branding plans and strategies to achieve consistent and recognizable identity; initiates new visuals for programs to gain viewer audience; develops and maintains the channel's information bulletin board system and may develop content for digital signage for delivery of City department PSA information.
5. Creates scripts, produces, coordinates production logistics, directs on-camera talent and crew, and operates video production equipment for the recording and/or live transmission of original programs and City government meetings and events; edits videos, adds graphics, and encodes

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**Title: Media Programming Specialist
Job Code: 1767**

recorded programs for transmission on city cable channels and website; may serve as on camera talent and voice over talent for production programs and public service announcements.

6. Formats, edits and updates public service announcement information into viewable and readable "on-air" public information; recognizes deficiencies in video and sound and make adjustments to on-air transmission signals; troubleshoots broadcast quality multi-camera audio and video systems; and may provide basic maintenance for video systems.

7. Performs related duties as required.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: program scheduling techniques including operating all aspects of an automated playback system; data base, spread sheet and word processing software applications; research methods and techniques and basic record keeping principles; media production principles and techniques including use of broadcast quality audio and video production equipment; graphic design principles and techniques; graphics/animation applications, specifications and implementation resources; basic maintenance and troubleshooting of hardware and software applications and network for video systems; Windows and Macintosh operating systems.

Ability to: set-up, operate and troubleshoot a variety of audio and video equipment (hardware & software) including professional studio, ENG, and robotic video cameras, character generators, video and audio mixers, light and grip equipment, audio & video switchers, and video editing applications; operate a variety of office equipment, set up and maintain records, track resources; format, edit and update information into viewable and readable "on-air" public information; recognize deficiencies in video and sound; shoot digital still photos; communicate effectively in writing and verbally; establish and maintain effective and cooperative working relationships with public, city staff and programming sources and communicate clearly while directing staff; respond to public in a polite and tactful manner;

MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

Education:

Experience:

Four (4) years of broadcast production experience.

License and Certification:

Possession of a valid California Driver's license.

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**Title: Media Programming Specialist
Job Code: 1767**

Substitution:

A certificate from a recognized media production program may substitute for one (1) year of the required experience.

Possession of a baccalaureate degree from an accredited college or university in broadcasting, graphic design, or a related field may substitute for two (2) years of the required experience.

SUPPLEMENTAL INFORMATION

Essential duties require the following physical skills and work environment: travel to production locations and moving and/or lifting of heavy equipment; exposure to disagreeable weather conditions; working in small confined spaces, among crowds, or unpredictable field conditions.

PROMOTIVE LINES

ORIGINATION DATE: 9/20/2000

AMENDED DATE: 6/22/2015

REASON FOR AMENDMENT *To accurately reflect the current tasks, knowledge, skills and abilities defined in the most recent job analysis conducted for this job code.*

BUSINESS UNIT(S): COMMN

**CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES**

**Title: Media Production Supervisor
Job Code: 1769**

INTRODUCTION

Under direction, supervises a unit of Media Production Technicians and Media Program Specialists responsible for the production of live and recorded meetings, public service announcements, location productions, and in-studio productions. Monitors the quality of productions.

DISTINGUISHING FEATURES

This class is distinguished from 1767 Media Programming Specialist by its responsibility for supervising staff. It is distinguished from the higher code of Cable Television Manager in that the latter provides technical and administrative management over the City's municipal cable television station and video production services.

SUPERVISION EXERCISED

First-line supervision of subordinate staff.

MAJOR, IMPORTANT, AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Produces, engineers, directs, shoots, edits and supervises video productions, including single camera "film style" and ENG (electronic news gathering) type productions, studio productions, multi-camera remote productions, and coverage of public meetings held at City Hall with robotically controlled cameras.
2. Recommends, designs, installs and maintains production and master control playback equipment, cable television systems and internet video streaming systems.
3. Operates and troubleshoots complex issues with video switcher, character generator, video cameras, digital video recorders, robotic camera controls, camera control units, waveform monitors, vectorscope, audio and video routing switchers, lighting instruments, non-linear editing and other audio and video production equipment for the production of video programming for the city's cable television station.
4. Supervises, evaluates and trains production staff.
5. Prepares complete production budgets for productions billed to client departments and outside agencies; works with representatives of City departments to create effective video productions; makes policy and budget recommendations to management.
6. Communicates in writing and verbally with representatives of City departments.
7. May serve as on camera talent and voice over talent for production programs and Public Service Announcements (PSA).

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**Title: Media Production Supervisor
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8. Performs related duties as required.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: advanced media production processes, graphic design, script writing, directing, camera work, lighting, and non-linear editing, cable television transmission, audio and video routers, signal flow and internet video streaming; minor maintenance of audio-visual equipment; supervisory principles.

Ability to: understand technical specifications, troubleshoot and handle routine maintenance of equipment; operate a variety of media equipment including professional video camera set-up and operation; coordinate and supervise production staff in all phases of media production; establish and maintain effective and cooperative working relationships with public, city staff and programming sources; communicate effectively orally and in writing; plan and budget for production resources; perform as on camera talent, voice over, listen, converse and improvise on camera.

MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

Education:

Experience:

Five (5) years of broadcast production experience.

License and Certification:

Possession of a valid California driver's license

Substitution:

Possession of a baccalaureate degree from an accredited college or university in broadcasting, graphic design, or a related field may substitute for two (2) years of the required experience.

SUPPLEMENTAL INFORMATION

Essential duties require the following physical skills and work environment: travel to production locations and moving and/or lifting of heavy equipment; exposure to disagreeable weather conditions; working in small confined spaces, among crowds, or unpredictable field conditions.

PROMOTIVE LINES

**CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF HUMAN RESOURCES**

**Title: Media Production Supervisor
Job Code: 1769**

ORIGINATION DATE: 9/20/2000

AMENDED DATE: 6/22/2015

REASON FOR AMENDMENT *To accurately reflect the current tasks, knowledge, skills and abilities defined in the most recent job analysis conducted for this job code.*

BUSINESS UNIT(S): COMMN