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.)

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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.


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
INTRODUCTION

Under immediate supervision, provides technical support for the recording, encoding and transmission of city government in the broadcast, videotape, and rebroadcast of Board of Supervisors meetings and events and other video programming for departments of the City and County of San Francisco, Committee meetings, public hearings and other public agency or community meetings.

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 video playback equipment 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; loading the correct listings from a program database into specialized software, routing the correct audio and video inputs to the correct outputs and creating an event table which lists in detail which audio and video sources are going to air in the automated sequence; formats and updates the library script, creates and update graphic public service announcements in digital bulletin board system and, adds graphic and text information to scripts.

2. Sets up, checks, adjusts, and operates broadcast control rooms for meetings, which includes testing and basic troubleshooting production equipment such as lights, PA system, 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 their camera control units; puts color bars and tone to tape and uses the PC based CG Inserter character generator program to create item scrolls and overlay graphics to title meetings for live broadcasts of Board of Supervisors, Committee Meetings, Public Hearings, and community meetings.

3. Assists with both on-location and in-studio productions of live and live-to-tape video production with by transporting equipment such as cameras, wires, cables, lights, microphones, audio mixer, video switcher, waveform/vectorscope, tripod & set design props, (backgrounds if needed); assists the production supervisor with synching video sources with the switcher, adjusting set lights,
Title: Media Production Technician
Job Code: 1766

1. Preparing the set, wiring lavalier microphones with an audio mixer, titling graphics live, assisting the talent; operates camera on tripod as the videocamera operator; trim media on playback server and encode video programs.

2. 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.

3. Edits programs for airing by normalizing playing time by adding Public Service Announcements on to the end of meeting tapes; converts meeting agendas to a text format for storage and retrieval in the CG Inscriber character generator; manipulates and creates some of the overlays for programs taped outside of the chambers; adds graphic screens, overlays, crawls, and conclusion screens to the tape in order that the tape may be played on the air.

4. Performs office and clerical functions including FAXing, using e-mail, assembling packet materials, typing staff meeting notes; communicates to with the general public, elected officials, and other city employees regarding channel status.

5. Performs related duties as required.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: television studio and field production techniques and theory; technical operation use 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 sound; use PC and production software and other related programs; operate professional camera and video tape deck equipment in order to perform playback duties and produce dubs; operate audio board, 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:
Title: Media Production Technician
Job Code: 1766

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. OR

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 and field conditions.

PROMOTIVE LINES

ORIGINATION DATE: 9/20/2000
AMENDED DATE: 5/xx/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, and acquiring on-air of programming for the City and County of San Francisco on the City's cable television channel.

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 cable cast transmission on the City's cable television channels and website; prepares and maintains daily programming logs, updates on-air video guide, voice mail and internet schedules under a weekly deadline for 24-hour playback; monitors transmissions to insure that accurate adherence to playback schedules occurs; uses professional video equipment to prepare video recordings for transmission and update programming changes; prepares tapes and oversees those engaged in preparation of video recordings tapes for cable cast; updates and maintains computerized records database(s); organizes, catalogs & maintains the station’s media tape library.

2. Conducts research, outreach and networking to acquire outside programming and public service announcements for transmission on the channels and website; and screens programs for appropriate content and technical quality; conducts outreach/networking for new programs and public service information; provides and communicates program information to public and city staff; creates a monthly “programming” highlights flyer.

3. Designs and produces graphics and motion graphics for video productions, station ID, and public service announcements; receives text and graphics from City departments to process and incorporate into designs; defines the graphic standards for the station; coordinates acquisition of information and images, edits and converts text and graphics to be incorporated into graphic designs; to assure consistency with established standards for the station; defines consistent graphic standards for the station’s branding and staff in graphics production techniques, and the correct application of designs; oversees production; produces video public service announcements (PSA) for the channel.

4. Develops program information for television on the channel and on the internet channels, the website, social media, and digital bulletin board system; creates marketing and branding plans and
strategies produces station identification and promotional messages using various motion graphic software applications to achieve consistent and recognizable identity on the San Francisco government cable channel; initiates new visuals for programs and billboards to gain viewer audience; inputs still photos, graphics and logos as part of the design process; explores animation software capabilities for application on the station; develops and maintains the channel's information bulletin board system and may develop content for digital signage billboard on air graphics system for delivery of City department PSA information; updates design and text 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 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. Directs and operates video production equipment for live cable casting of public meetings and special events from S.F. City Hall or for studio and remote production using a wide variety of equipment; directs talent; directs the dubbing & editing of static screens and/or short programs as fillers.

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 programming 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 all 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; computer animation programs and all related technical software applications necessary for their production; non linear and linear video editing and post production programs to produce broadcast quality productions; PC, Windows and Macintosh and Amiga operating systems.

Ability to: set-up, operate and troubleshoot a variety of audio and video media equipment (hardware & software) including professional video camera set up and operation, both studio and ENG, and robotic video cameras, packages; perform graphic workstations work under a weekly & monthly deadline, operate character generators, video and audio mixers, studio lights and grip equipment, audio & video switchers, and video editing applications robotic cameras; operate playback of video tape for cable cast; 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; create and maintain graphics; store and deliver graphic imagery for production and post production; recognize deficiencies in video and sound; shoot digital still photos; communicate effectively in writing and verbally; establish and maintain effective and cooperative working
Title: Media Programming Specialist  
Job Code: 1767

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.

Substitution:

A Certificate from a recognized media production program may substitute for one (1) year of the required experience and 1 year of broadcast production experience; OR

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 and 1 year of broadcast production 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: 5/xx/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
Title: Media Production Supervisor  
Job Code: 1769

INTRODUCTION

Under direction, supervises a unit of Media Production Technicians and Media Program Specialists which is 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 position is distinguished from 1767 Media Programming Specialist by its responsibility for supervising staff. It is distinguished from the higher code of 1775 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 and systems and internet video streaming systems.

3. Operates and troubleshoots complex issues with video switcher, character generator, video cameras, digital videotape 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).
Title: Media Production Supervisor  
Job Code: 1769

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 linear/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:**

Bachelor's degree from an accredited college or university in Broadcasting.

**Experience:**

Four (4) Five (5) years of broadcast production experience.

**License and Certification:**

Possession of a valid California driver's license

**Substitution:**

Job-related experience may be substituted on a year for year basis for the educational requirement.

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.
Title: Media Production Supervisor  
Job Code: 1769  

PROMOTIVE LINES  

ORIGINATION DATE: 9/20/2000  
AMENDED DATE: 5/xx/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.  
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