[STATION] Job Descriptions

I. News Bureau Chief

II. Summary: Position gathers, writes, produces and reports news and features for air on [STATION] Public Radio and [STATION] Public Television. The Bureau Chief supervises a videographer position and covers stories of statewide interest within a specific city/area.

III. Duties and Responsibilities (List in order of importance and explain major duties/responsibilities of position. Indicate average amount of time spent performing each duty. Total should be 100%)

- **40%** Produce program segments for public television programs *For the Record* and *[STATION] @ Work*, including determination of segments, assignment of videographer, writing, reporting and distribution via microwave. Arrange "live" guests for Montgomery APT.

- **35%** Produce program segments for [STATION] Public Radio including news, interviews and features. Includes piggyback segments produced from TV pieces and original radio segments. Arrange "live" guests for APR in Tuscaloosa.

- **15%** Write and produce documentary for *The [STATION] Experience* over every 12-18 month period. This would include some downtime from gathering news to produce a 30 minute feature program for air on APT. Coordination through the [LICENSEE] programming director.

- **10%** Coordinate management of bureau, which includes working with budget officer on expenditures for supplies, etc. required of the bureau and/or working with technical staff on problems related to producing and distributing programming.

IV. Complexity and Creativity

V. The person in this position is trusted with interviewing sources – both officials and average citizens – often in high-pressure situations. It is vital that they be able to exercise good judgement and ethical behavior with little direct guidance.

VI. For example, the AmTrak train disaster of a few years ago would have been a story this individual would be asked to cover from the Mobile bureau. In that situation, the bureau chief would need to know how to sensitively interview witnesses and relatives of
the victims, how to professionally interact with police officials, how to quickly write, edit and feed news packages and how to continue to follow the story.

VIII. The bureau chief would face problems that demanded quick thinking and problem solving skills due to the inaccessibility and confusion of the accident scene, the magnitude of the disaster, and the on-going investigation.

IX.

X. As bureau chief, this person must have a well-developed sense of what is news and how to properly gather information and report it. In [STATION] Public Radio's Constitutional Documentary, one of our reporters recognized the significance of a seemingly meaningless local event. An Orange Beach man was trying to build a pier on some of his beach property. But as it turned out, it was a key example of how the state's constitution restricts local governments from making such regulatory decisions, and the state legislature had to consider the man's pier request, thus making it a story of statewide interest.

XI.

XII. Self motivation is essential. As with APR's bureau reporters in Florence and Montgomery, this bureau chief must stay informed about local events and would be responsible for keeping the news department up to date on those issues through follow-up reports. The bureau chief also would be responsible for making him/herself familiar with the area's news sources, government, history, etc.

XIII. Impact on Institutional Mission

1. Positive Impact:
   When duties are performed responsibly and creatively, quality programming will be produced and delivered to public television and radio. The goal of the legislative funds provided for this position is to serve a critical area of the state such as Mobile or Huntsville by providing an outlet in public broadcasting for news and features important to those communities and the rest of the state.

2. Negative Consequences:
   If program segments for public broadcasting are not properly produced -- for instance, the news gathering is poor or the writing is shoddy - it will reflect poorly on the University and public broadcasting statewide. If the bureau is not run properly and the videographer position is unsupervised, the consequences could lead to a shutdown of the bureau and the dissolution of funding.

3. Guidance and Review
   The Bureau Chief position is fairly independent in their decision-making. They should become the expert on news/features within their coverage area and therefore should determine what and how to cover the news. However, contact via email or phone will occur daily with TV and Radio staff to determine what stories are in the pipeline for daily news programming and what features/news segments are in progress for later distribution. Critiques
of news stories will occur informally on a regular (weekly) basis. Goals for program output will be in place and the supervisor will meet face to face quarterly with the Bureau Chief to discuss progress and other issues.

4. Departmental Policies and Procedures
This position will follow guidelines, policies and procedures already in place for the Center for Public TV & Radio as well as University guidelines for employees.

I. Internal and External Contacts

1. Inside University
Regular communication will occur with the [STATION] Public Radio News Director as a daily determination much be made about coverage of news. Secondarily, this position will communicate with other radio station staff including news reporters and anchors. In addition, as this position also encompasses the production of a documentary periodically, the position will work through the [LICENSEE] Program Director position on topic and deadlines. Another regular contact will be the Director of Engineering at [LICENSEE], since the bureau equipment must remain operational.

2. Outside University
Regularly discusses program production with Director of News and Public Affairs at [STATION] Public Television. A great variety of others will be contacted by this position as they gather news -- public officials within city and county government, school board, police and fire as well as regular citizenry.

I. Direction Exercised

1. Student Workers
Although not determined at this time, it is likely that 1-2 student positions will be supervised by this position via relationships with local Universities.

2. Staff Employees
Position is direct supervisor of the Videographer position within the News Bureau.

The Bureau Chief will critique Videographer output daily and work very closely with this position on daily assignments and long term goals. The Bureau Chief will formally evaluate the Videographer.

4. Organizational Table
Organizational Table is attached.

I. Physical Demands
Physical demands may include assisting Videographer or shooting videotape equipment themselves. This would mean carrying a 25-35 pound camera and some support equipment such as lighting and audio on a daily basis. Some bending, lifting and carrying will be required.

II. Working Conditions
Working in office environment with several computers and other technical equipment. External working conditions, such as those related to working in the Mobile area, may include extremely hot weather conditions, heavy rains and hurricanes.

III. Position Specifications
1. **Education**
   College Degree in Broadcasting/Radio/TV or related area required.

2. **Experience**
   At least two years of professional experience in television and/or radio news gathering, writing and reporting. Supervisory experience preferred. A demonstration tape of past work will be required of all applicants.

3. **Certification/Registration**
   Not applicable.

4. **Ability**
   Working knowledge of all aspects of TV/Radio production including scriptwriting, field directing and editing. The ability to work on deadline and have a quality on-air presentation style is required. Planning, organizational, research and interviewing skills are also critical to the success of this position.

I. **Budget Coordinator**

II. **Position Summary**

This position is considered chief financial officer for the service entities on the first floor of [CALL LETTERS] Hall including the operations of the Center for Public Television & Radio and the commercial television operation [CALL LETTERS]. Position also supervises the public television and radio office areas. This is a key fiscal leadership position within the College.

III. **Duties and Responsibilities**

45% - Chief financial officer of [LICENSEE]. Backup financial officer for College of Communication & Information Sciences. Coordinates budgets exceeding $2 million including over 25 separate accounts including grant accounts with a variety of record-keeping requirements. Signatory on all non-grant accounts in lieu of Director. Delegates certain duties to Office Associate Sr., and part-time Accounting Specialist while supervising all expenditures related to radio and television operations. Produces/supervises production of all purchasing, travel, personnel action, miscellaneous disbursements and other related financial and personnel documentation for 42 full time staff and over 30 student staff. Manages annual audits of both areas by independent auditors as per guidelines from Corporation for Public Broadcasting. Coordinates the hiring of a variety of contract, soft-funded, full and part-time employees.

25% Specifically monitors, coordinates, advises and provides reports related to the on-going budgetary status of [CALL LETTERS], the University’s commercial television operation. Provides information to station management and the station Board on a regular basis related to sales income and overhead.
Supervises all purchasing activities. Works closely with department heads on development and maintenance of specific departmental budget areas.

20% Serves on Center and [CALL LETTERS] management teams. In absence of Director, serves as assistant director of [LICENSEE] on all financially related issues. Provides input on all critical issues related to Center/[CALL LETTERS] development and expansion. Works closely with CFO of College.

10% Office manager for public television and radio (two office areas on first floor [CALL LETTERS] Hall). Duties include assuring smooth management of office areas including phone coverage, timecard procedures, office purchasing procedures, hiring of student staff and specialty assistance, such as assisting [STATION] with membership development during pledge drives biannually. Position responsible directly for supervision of Office Associate Sr. and half-time position with [CALL LETTERS].

IV. Complexity and Creativity

This position is at the hub of all the critical activities regarding the management of the first floor of the communications complex -- a complex that includes a local commercial television news operation, a public television production center, and a three-station public radio network. This position must be able to effectively manage personnel (staff and students), but also advise a variety of parties on all financial matters within a highly complex, income producing, grant writing and commercial enterprise.

While significant accounting and bookkeeping experience is necessary, in order to advise the Director, Dean and/or Board, this position must know what issues are behind the numbers and be prepared to offer strategic analysis and guidance to College leadership.

For instance, the commercial television operation is an enterprise unique to nearly any University in the country. Since it is run as a commercial, for-profit station in a University culture, there are many strategic implications, including Human Resource issues, funding mechanisms, commissions, etc. This position will be called upon by their supervisor and the Board of Directors of the station to not only produce the numbers that tell the story of the stations financial success, but to interpret those figures. Where might the station save funds? What implications are there is reducing full-time personnel to part-time? What can we do about the non-collectable sales accounts?

Also, within [LICENSEE], certain grant and contract accounts are discretionary in nature and others must be linked directly to projects underway at the Center. Grant accounts have firm deadlines in which funds must be spent, but some of the federal funds received by the Center have longer deadlines, which make those monies more flexible. The position manages a special equipment fund and several gift accounts related to public television and radio underwriter and donor
contributions. These funds must be documented in a specific way for auditors to review. Also, state funds flow through [STATION] Public Television to the Center for specific goals, such as developing news bureaus across the state.

This position must be in touch with the big picture to enable them to advise properly on the use and closeout of, at times, as many as twenty contracts and grants. Unlike any other position, outside the Director, this position has a view of the entire spectrum of projects and funding mechanisms underway within the College service areas. This allows the Director/Dean and this position to brainstorm and strategize for the future needs of the Center in a constructive manner.

Income producing activity through the newly developed Media Solutions division has accounted for a flurry of contract activity, which results in not only processing invoices and payments, but deciding how to shelter these funds from year-end situations. These and other strategies related to funds are omnipresent with this position.

This position must also understand the cultural differences, which make up all the entities served. A news-oriented commercial television station has certain deadlines and models of operation unlike a public television radio and television facility. Flexibility and a key understanding of the goals of all the first floor organizations in [CALL LETTERS] Hall will be critical to this position’s success.

V. Impact on Institutional Mission

The person in this position would have performed their job well if:

They assist the Board and station management in attaining sustainability for the [CALL LETTERS] commercial operation.

They keep the Director well informed about the variety of issues and requirements of all budgetary accounts and use signatory powers within the confines of proper practices.

They are ethical and just in their decision-making processes related to use of Center funds to achieve specific goals.

They efficiently manage all accounts and work closely with University Contract & Grant staff, granting agencies, and auditors to assure proper bookkeeping and spending practices.

They manage office staff and students with a deft touch, allowing for differences in the commercial and public television and radio cultures, while being firm on the process and procedures required to run an efficient office.
They are so intimately familiar with the College's diverse budget that they are able to work closely with the Chief Financial Officer of the College as required and provide back-up services as directed by the Dean. This position provided services to the College during a recent search for that position.

They remain flexible and amenable to change as the Center moves into new programming and distribution models within television and radio (digital television, on-demand video over the Internet, convergence of television and computers). And they understand the unique demands of these challenges to a production and broadcast facility.

They advise and work with the Center management team on all issues and challenges related to the financial and office management of the Center and contribute to decision-making related to programming, production and all other services provided by the Center.

Negative Consequences of this position performing poorly could include: the commercial station losing funding and even going off-the-air, a federal audit from the Corporation for Public Broadcasting; errors in paperwork related to major purchases and personnel pay which result in programming and production delays; morale problems within the staff as a result of this position’s attitude and demeanor; poorly representing the Center to University and various external constituents, clients, grantors; loss of financial support due to mismanagement or poor, improper record keeping related to grant funds; poor office management resulting in problems within the radio and television office areas.

Guidance is provided on an informal basis by the Director as required and when available. A formal budgetary session with the Director is scheduled monthly to discuss all contract and grant accounts in detail. Management team meetings are bimonthly. Full staff meetings are quarterly. [CALL LETTERS] financials are now discussed weekly, but will be a bi-weekly activity in the future. This position prioritizes the details of their daily work without direction of the Director. Their work is highly independent and usually involves the Director only when there is a question about priority, fund use, personnel pay, etc. These questions must emanate from this position.

General office policies are established in a guide book and on-line. Otherwise, University policies guide this position. Proper accounting procedures related to a variety of accounts must be followed with reference to federal, state and University guidelines.

VI. Direction Exercised

Supervises several office student employees. Coordinates payroll payment on all [LICENSEE]/[CALL LETTERS] students (30-35)
Supervises Office Associate Sr. position and half-time Accounting Specialist ([CALL LETTERS]) and works with radio station Development Officer and
Account Clerk Sr. on coverage of radio office operations. This position completes performance evaluations and coordinates the daily duties of the Office Associate Sr. position. Position handles hiring and release of office related students in radio and television areas.

Organizational Table attached.

VII. Physical Demands

Office duties include basic physical demands related to computer keying, use of typewriter, carrying office supplies, bending to identify shipments of equipment, etc. No excessive lifting, carrying, bending, etc.

VIII. Working Conditions

No extreme working conditions. Typical office area usually with proper air conditioning and heating.

IX. Position Specifications

Education: B.S. degree in Accounting, Business or related field required.

Experience: Two years financial accounting experience required. Office management or some supervisory experience preferred. This position will require at least one year of experience to learn the major duties of the position, since many of those duties are annual in nature (i.e. year-end budgeting, external audits, radio pledge drives).

No certification required

Ability: Mastery of common accounting and bookkeeping software programs and techniques are required of this position. For example, the spreadsheet program Excel and database program MS Access. Must have ability to process numbers in a variety of ways and organize multiple accounts with a variety of deadlines and requirements. Must be able to juggle multiple projects simultaneously and still remain accessible to staff of the Center.