



## Senior Producer, Radio

Classified Range: 44

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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

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Under direction, plans, organizes, coordinates, and oversees various aspects of special radio programs and fund-raising events; hosts broadcasts and acts as on-air talent for assigned programs; gathers weather, traffic, breaking news, promos, and underwriter information from a variety of sources and broadcast them on assigned programs; plans, produces and broadcasts a variety of live, special or recorded shows or programs; plans, produces and broadcasts a variety of live, special or recorded shows or programs; performs analytical and administrative work and conducts various studies and research projects; performs related duties as required.

This is the advanced journey level class in the Radio Producer series. Positions at this level are distinguished from other classes within the series by the level of responsibility assumed and the complexity of duties assigned. Employees perform the most difficult and responsible types of duties assigned to classes within this series including planning, organizing, coordinating and overseeing the production of special remote programs and serving as a lead worker providing training, guidance, and assistance to other radio staff. Employees at this level are required to be fully training in all procedures related to assigned area of responsibility.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

1. Plans organizes, coordinates, and oversees the production of special remote radio programs by negotiating agreements and contracts and making all necessary arrangements including equipment and personnel scheduling, equipment set-up, legal clearances, broadcast scripts, guests and hosts.
2. Trains assigned employees in their areas of work including proper radio method, procedures, and techniques.
3. Verifies the work of assigned employees for accuracy, proper work methods, techniques, and compliance with applicable standards and specifications; ensures adherence to safe work practices and procedures.
4. Hosts broadcasts and acts as on-air talent for assigned programs; gathers weather, traffic, breaking news, promos, and underwriter information from a variety of sources and broadcast them on assigned programs.
5. Hosts and moderates a live call-in program; researches issues and topics and selects appropriate interview guests for weekly and call-in shows for both radio and television.
6. Develops, produces, and edits a variety of radio programs, such as music, news, public interest, special features and/or public affairs.
7. Consults and negotiates with various groups and individuals including sponsors, labor unions, music directors, and music licensing agencies to reach agreement on conditions of broadcasting performances.
8. Organizes and prepares proposals for producing special programs including cost-benefit analysis and submits to station management with recommendations.
9. Coordinates and schedules the use of station facilities for the production of remote and in-station programs.



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10. Plans, organizes, and supervises station fund-raising events including coordination and supervision of volunteers, on-air talent, financial record keeping, and related tasks; pitches for radio and television fund drives as necessary.
11. Conducts research on a variety of topics including impact of contracts and governmental statutes, changes in listening audience, and other matters related to programming; organizes and prepares a variety of reports.
12. Supervises phases of station promotional publications including establishing schedules, coordinating with radio and television station staff, collecting and writing copy, layout and past-up, printing and mailing.
13. Produces and hosts radio music program.
14. Researches and develops new program ideas.
15. Operates various station broadcast, production and editing equipment.
16. May select and supervise student workers.
17. Performs related duties as required.

### **MINIMUM QUALIFICATIONS**

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*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **Knowledge of:**

- Operations, services, and activities of radio station.
- Principles of lead supervision and training.
- Principles and techniques of producing radio programs.
- Considerable knowledge of the principles and techniques of conducting research and negotiations.
- The operation and capabilities of radio broadcast equipment.
- Advanced principles and techniques of radio programming production, especially in the fields of music, cultural and performing arts, news, features and public affairs.
- Communications and media technologies, including systems and procedures related to radio broadcasting.
- Advanced principles and practices used in interviewing sources and developing and editing stories for news broadcasts.
- Advanced principles and practices of designing and producing radio broadcasts.
- In-studio and remote radio broadcast equipment operation, digital production techniques.
- Traditional contemporary cultural and performing arts.
- Principles and procedures of record keeping.
- English usage, spelling, grammar, and punctuation.
- Pertinent federal, state, and local laws, codes, and regulations including, copyright laws and restrictions and FCC rules and regulations pertaining to station operations.



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### Ability to:

- Independently perform the most difficult radio production duties including coordinating all phases of program production including negotiating agreements and contracts, arranging for equipment, set-up, personnel, legal clearances, scripts, guests and hosts.
- Lead, organize, and review the work of staff.
- Conduct cost-benefit studies.
- Compile, organize and prepare a number of reports.
- Host and write scripts for music, fine arts, features, news and public affairs broadcasts.
- Produce and direct a variety of broadcasted programs.
- Research and obtain a variety of news and information from outside sources and determine appropriateness for broadcasting purposes.
- Operate a variety of station broadcast, production, and editing equipment.
- Speak and enunciate clearly in a pleasant and professional manner.
- Plan and organize work to meet changing priorities and deadlines.
- Interpret and apply federal, state and local policies, procedures, laws and regulations.
- Respond tactfully, clearly, concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

### Education and Experience Guidelines

#### Education/Training:

- A Bachelor's degree from an accredited college or university with major course work in telecommunications, journalism, English, fine arts, or a related field; two years of directly related experience may substitute for one year of education.

#### Experience:

- Three years of experience in producing radio programs.

#### License or Certificates:

- Possession of or ability to obtain the necessary FCC Broadcast Permit.
- Possession of an appropriate, valid driver's license.

### PHYSICAL DEMANDS AND WORKING ENVIRONMENT

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*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting; exposure to noise and electrical energy.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand



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movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.