

Council Meeting
August 8, 2006

Honorable Mayor and Members
of the City Council
City Hall
Torrance, CA

Members of the Council:

**SUBJECT: Human Resources – Revised Class Specifications for Cable TV
Producer/Writer and Cable TV Assistant Producer/Writer.**

RECOMMENDATION

The Human Resources Director and the Civil Service Commission recommend that your Honorable Body approve the revised class specifications for Cable TV Producer/Writer and Cable TV Assistant Producer/Writer.

FUNDING

Not required.

BACKGROUND

The position of Cable TV Assistant Producer Writer is currently vacant, and there is a need to conduct an examination. The Cable and Community Relations Manager requested a review of the class specifications for Cable TV Producer/Writer and Cable TV Assistant Producer/Writer, specifically the Education and Experience requirements. Class studies have been conducted and the class specifications have been revised to reflect the appropriate Education and Experience requirements and changes in Knowledge and Abilities.

The revised class specifications were approved by the Civil Service Commission at their meeting of June 19, 2006 and are submitted for your review and approval.

ANALYSIS

Results of the studies indicate a need to update experience/education requirements of the classifications to that which more accurately reflects what is required that would provide the required knowledge and skills.

Cable TV Producer/Writer

The Education and Experience requirements for the Cable TV Producer/Writer are as follows: Bachelor's degree in Journalism, Communications, Television Production or a related field; and two years of experience in commercial, industrial, educational, or governmental script writing and producing. Additional qualifying experience may be substituted for the required education on a year for year basis.

Cable TV Assistant Producer/Writer

The Education and Experience requirements for the Cable TV Assistant Producer/Writer are as follows: two years of college coursework in journalism, technical writing or non-fiction writing, television production or a related field; and six months of experience in commercial, industrial, educational, or governmental script writing and producing. Additional qualifying experience may be substituted for the required education on a year for year basis.

Respectfully submitted,

CIVIL SERVICE COMMISSION
Robert McPhail, Chair

ELAINE M. WINER
Human Resources Director

By Melody P. Lawrence
Melody P. Lawrence
Human Resources Manager

CONCUR:

Elaine M. Winer
Elaine M. Winer
Human Resources Director

Bill Byron
Bill Byron
TPSA, President

Viet Hoang for Stacey Lewis
Stacey Lewis
Civil Service Manager

NOTED:

Mary Giordano
LeRoy J. Jackson
for City Manager

City Manager's Note:

Salary review is underway for the Cable TV position series; a separate item will be brought forward for Council consideration when review is complete.

Attachments:

- A. Revised class specification Cable TV Producer/Writer
- B. Existing class specification Cable TV Producer Writer
- C. Revised class specification Cable TV Assistant Producer/Writer
- D. Existing class specification Cable TV Assistant Producer Writer

CABLE TV PRODUCER/WRITER

Definition

Under direction, supervises the work of program development staff; develops cable television program scripts for City subscriber and institutional channels; oversees overall development of program ideas, pre-production program research, audience analysis, and production format; and performs related work as required.

Distinguishing Characteristics

Distinguished from Cable and Community Relations Manager in that the incumbent is not responsible for community relations and the overall operation of the City's cable television division. Distinguished from Assistant Producer/Writer in that the incumbent is responsible for the supervision of program development staff.

Supervision Exercised/Received

Receives supervision from the Cable and Community Relations Manager; exercises direct supervision over program development staff.

Examples of Essential Duties

The following duties represent the principal job duties; however, they are not all inclusive.

- Plans, assigns, monitors, and evaluates the work of program development personnel engaged in writing cable television program scripts for City subscriber and institutional channels.
 - Develops program ideas and the design and implementation of the production format;
 - Conducts pre-production program research and audience analysis;
 - Provides technical assistance to City departments and officials regarding program ideas and program development;
 - Writes program scripts in various formats such as documentary, storyboards, treatments, narrative, program logs and rundown sheets, for live pre-recorded and alphanumeric programming;
 - Promotes the use of the City government cable television facility and channel by preparing materials for multimedia dissemination including press releases, billboards and video messages;
 - Directs field and post-production;
 - Ensures production remains within allocated time and financial resources;
 - Supervises staff; supervisory duties include instructing, assigning, planning and reviewing work, evaluating work performance and completing performance evaluations, coordinating activities, maintaining standards, allocating personnel, acting on employee problems, selecting new employees, implementing employee discipline, providing training, advice and assistance as needed.
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Examples of Other Duties

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.

- Performs liaison functions with other City departments to ensure efficient service.
 - Serves on various committees
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Minimum Qualification Guidelines

Knowledge of:

- Pre-production planning including program ideas, treatments and storyboards;

- Scripting formats (i.e., narratives, documentaries, news, promotional and public service announcements);
- Basic techniques of television production;
- Post-production procedures including off-line and on-line editing techniques;
- Procedures for obtaining performance rights and clearances;
- City policies and procedures affecting departmental operations.
- General City operations.
- Principles of supervision, training and employee relations.

Ability to:

- Translate a variety of written materials into television script format;
 - Communicate effectively both orally and in writing;
 - Develop, produce and direct programs;
 - Supervise subordinates including training, assigning, monitoring and evaluating work, counseling and disciplining staff, and processing grievances;
 - Shift priorities as departmental workload demands require
 - Operate modern office equipment, computers and software applications;
 - Write promotional materials such as press releases, billboards, and video messages;
 - Work independently and meet frequent deadlines;
 - Establish and maintain effective working relationships with the public, personnel from other agencies and City employees.
 - Implement and adhere to City and department rules, regulations and policies that govern assigned services and operations;
 - Learn and utilize new skills and information to improve job performance and efficiency.
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License or Certificate

Must possess a valid appropriate California driver's license.

Education and Experience

Any combination of education and experience that would have provided the required knowledge and skills is qualifying. A typical way to obtain the knowledge and skills would be:

Bachelor's degree in Journalism, Communications, Television Production or a related field; and two years of experience in commercial, industrial, educational, or governmental script writing and producing. Additional qualifying experience may be substituted for the required education on a year for year basis.

Special Requirements:

Performance of the essential duties of this position includes the following physical demands and/or working conditions.

Requires the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area to another; requires sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry and the use of calculators. Tasks require sound and visual perception and discrimination, as well as oral communications ability. Tasks are regularly performed without exposure to adverse environmental conditions.

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City of Torrance
Class Code: 1327

July 1991
(Revised)

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Producer/Writer

Definition

Under supervision, supervises the work of program development personnel; writes cable television program scripts for City subscriber and institutional channels; responsible for overall development of program ideas, preproduction program research, audience analysis and production format; and does related work as required.

Distinguishing Characteristics

Distinguished from Cable Television Administrator in that the incumbent is not responsible for the overall operation of the City's cable television division. Distinguished from Assistant Producer/Writer in that the Assistant Producer/Writer does not supervise program development personnel.

Examples Of Duties

- Plans, assigns, monitors, and evaluates the work of program development personnel engaged in writing cable television program scripts for City subscriber and institutional channels;
- develops program ideas and the design and implementation of the production format; conducts preproduction program research and audience analysis;
- provides technical assistance to City departments and officials regarding program ideas and program development;
- writes program scripts in various formats such as documentary, storyboards, treatments, narrative, program logs and rundown sheets, for live pretaped and alphanumeric programming;
- promotes the use of the City government cable television facility and channel by preparing materials for multimedia dissemination including press releases, billboards and video messages;
- directs field productions;
- trains, counsels subordinate staff and recommends disciplinary action;
- ensures production remains within allocated time and financial resources.

Minimum Qualifications

Knowledge of:

- Pre-production planning including program ideas, treatments and storyboards;
- Scripting formats (i.e., narratives, documentaries, news, promotional and public service announcements);

- Basic techniques of television production;
- Post-production procedures including off-line and on-line editing techniques;
- Procedures for obtaining performance rights and clearances;
- Supervisory principles and practices.

Ability to:

- Translate a variety of written materials into television script format;
- Communicate effectively both orally and in writing;
- Develop, produce and direct programs;
- Supervise the work of subordinate staff including coordinating, assigning, monitoring and evaluating work and training, counseling and disciplining staff;
- Write promotional materials such as press releases, billboards, and video messages;
- Work independently and meet frequent deadlines;
- Establish and maintain effective working relationships with the public, personnel from other agencies and City employees.

License Required

A valid California Class C drivers license.

Experience

Two years of experience in commercial, industrial, educational, or governmental script writing and video production.

Education

Graduation from a four year college or university with a Bachelor's degree in Journalism, Communication, Television Production or related field. Additional qualifying experience may be substituted for the required education on a year for year basis.

CABLE TV ASSISTANT PRODUCER/WRITER

Definition

Under direction, prepares program scripts for the City's government access channels; assists in program development; directs talent and crew during production of scripted programs; and performs other related duties.

Distinguishing characteristics

Distinguished from Producer/Writer in that the incumbent is not responsible for overall program development and supervision of subordinate staff. Distinguished from Operations Assistant in that a Operations Assistant does not write television scripts.

Supervision Exercised/Received

Receives supervision from the Cable TV Producer/Writer. May provide technical supervision to interns.

Examples of duties

- Creates treatment and storyboards for program ideas;
 - Writes live pre-recorded, and alphanumeric television program scripts in various formats such as narrative, documentary, news, promotional and public service announcement for the City's government access channels;
 - Schedules time, books location and secures talent for production;
 - Directs talent and crew during production of scripted programs;
 - Conducts off-line program edit sessions;
 - May conduct on-line program edit sessions;
 - Coordinates program ideas and program production with other City departments and other agencies;
 - Writes and produces series programs;
 - Acquires performance rights and clearances for the use of written materials and property; performs on air announcing, reporting, and voice-over.
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Minimum Qualification Guidelines

Knowledge of:

- Pre-production planning including program ideas, treatments and storyboards;
- Scripting formats (i.e., narratives, documentaries, news, promotional and public service announcements);
- Production and shooting formats;
- Basic techniques of television production;
- Post-production procedures including off-line and on-line editing techniques;
- Procedures for obtaining performance rights and clearances.
- City policies and procedures affecting departmental operations.
- General City operations.

Ability to:

- Translate written material into television script format;
- Direct talent and crew members;
- Communicate effectively both orally and in writing;
- Operate linear editing system.

- Develop, produce and direct programs;
- Shift priorities as departmental workload demands require
- Operate modern office equipment, computers and software applications;
- Work independently and meet frequent deadlines;
- Establish and maintain effective working relationships with the public, personnel from other agencies and City employees.
- Learn and utilize new skills and information to improve job performance and efficiency.
- Establish and maintain effective working relationships with the public, personnel from other agencies and City employees.

License or Certificate

Must possess a valid appropriate California driver's license.

Education and Experience

Any combination of education and experience that would have provided the required knowledge and skills is qualifying. A typical way to obtain the knowledge and skills would be:

Two years of college coursework in journalism, technical writing or non-fiction writing, television production or a related field; and six months of experience in commercial, industrial, educational, or governmental script writing and producing. Additional qualifying experience may be substituted for the required education on a year for year basis.

Special Requirements:

Performance of the essential duties of this position includes the following physical demands and/or working conditions.

Requires the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area to another; requires sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry and the use of calculators. Tasks require sound and visual perception and discrimination, as well as oral communications ability. Tasks are regularly performed without exposure to adverse environmental conditions.

Career Ladder Information

Experience gained in this classification may serve to meet the minimum requirements for promotion to Cable TV Producer/Writer.

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City of Torrance
Class Code: 1326

July 1991

TO EXPRESS INTEREST IN THIS POSITION, CLICK [HERE](#)

Assistant Producer/Writer

Definition

Under supervision, prepares program scripts for the City's government access channels; assists in program development; directs talent and crew during production of scripted programs; and performs other related duties.

Distinguishing Characteristics

Distinguished from Producer/Writer in that the Assistant Producer/Writer is not responsible for the overall program development and supervision of subordinate staff. Distinguished from Production Assistant in that a Production Assistant does not write television scripts.

Examples Of Duties

- Creates treatment and storyboards for program ideas;
- writes live, pre-taped, and alphanumeric television program scripts in various formats such as narrative, documentary, news, promotional and public service announcement for the City's government access channels;
- schedules time, books location and secures talent for production;
- directs talent and crew during production of scripted programs;
- conducts off-line program edit sessions;
- may conduct on-line program edit sessions;
- coordinates program ideas and program production with other City departments and other agencies;
- writes and produces series programs;
- acquires performance rights and clearances for the use of written materials and property;
- performs on air announcing, reporting, and voice-over.

Minimum Qualifications

Knowledge of:

- Pre-production planning including program ideas, treatments and storyboards;
- Scripting formats (i.e., narratives, documentaries, news, promotional and public service announcements);
- Production and shooting formats;
- Basic techniques of television production;
- Post-production procedures including off-line and on-line editing techniques;
- Procedures for obtaining performance rights and clearances.

Ability to:

- Translate written material into television script format;
- Direct talent and crew members;
- Communicate effectively both orally and in writing;
- Operate "cuts only" editing system.
- Establish and maintain effective working relationships with the public, personnel from other agencies and City employees.

License Required

A valid California Class C drivers license.

Experience

Six months of experience in commercial, industrial, educational, or governmental script writing and video production.

Education

Two years of college coursework in journalism, technical writing or non-fiction writing, television production or related field. Additional qualifying experience may be substituted for the required education on a year for year basis.