

TELEVISION PRODUCER DIRECTOR III

This is professional level work in consistently producing and directing field and studio productions or program series of a large, diversified, and complex nature. These positions are located at the UNC Center for Public Television.

Producing at this level requires the employees to develop program ideas either independently or from a generally assigned topic. Pre-production planning encompasses preparing program proposals including program treatment, budgetary requirements, time constraints, and resource management. Once the pre-production proposal has been approved by the Director of Production, employees independently execute the program plan, research program content, and utilize discretion in determining program direction. Employees are accountable for all components of the production and post-production phases and are responsible for the program's final appearance. Programs of this nature require supervision of technical crews and lower level Television Producer Directors, either as associate co-producers or program directors. Work may include other related work as determined by management. Work is supervised by the Director of Production.

I. DIFFICULTY OF WORK:

Variety and Scope - Work assignments are either self initiated or assigned by the Director of Production. Assignments which are self initiated require the employees to submit a proposal which entails conceptualizing a program idea; researching the material; developing the program approach and format; preparing a budget to include dollars, equipment, and manpower; and suggesting a timetable for its completion. These proposed production endeavors should be within the production goals and objectives which management has established before they are submitted for production approval. Employees may also receive broad program topics from the Director of Production. These assignments also require submitting a proposal detailing program treatment before final production and budget approval. Program assignments are usually complex and diverse whereas some subsidiary productions may be characterized as simple. Work requires employees to manage a variety of productions simultaneously. Portions of programs of a complex and diverse nature are usually assigned to lower level Television Producer Directors who provide assistance in either the producing and/or directing roles. Productions of this magnitude usually require extensive coordination and planning.

Intricacy - As each project is approved, whether it is assigned or self initiated, employees must decide on program approach and format, and begin planning the logistics associated with each production. Depending upon the scope of the assignment and program format, employees may be required to research program topics, identify technical experts on controversial issues, negotiate copyrights and talent contracts, and plan for technical capabilities which may lead to national distribution and a marketing campaign. Each production varies in scope which entails planning and coordinating manpower, equipment and resources along with establishing timetables and deadlines. Employees may also direct these productions or supervise lower level Television Producer Directors in program execution. Upon completion, employees oversee the editing process and are accountable for the visualization of the program.

Subject Matter Complexity - Work requires a thorough understanding of television production methods and techniques associated with the planning and execution of broadcast quality television programs. Even though the work does not require material substance knowledge in some instances, employees must be able to translate this material for use on television employing state of the art television production concepts and theories.

Guidelines - All production techniques are governed by the state of the art guidelines which are available in textbooks and operating manuals. Guidelines governing creativity are not available. Each assignment is broadly defined which requires the employees to develop the program approach and production execution.

II. RESPONSIBILITY:

Nature of Instructions - Employees receive instructions from the Director of Production in terms of assignments and timeframes. Specific parameters surrounding each production are general in nature. Problems with subordinate production staff are referred to the supervisor. The supervisor may not review the final production until completion or until it is broadcast. Employees keep the supervisor updated on program progress and receive technical production advice when needed.

Nature of Review - Employees submit a written proposal outlining program conceptualization, approach, timetables, and budget for review prior to onset of production. Technical advice may be received while work is in progress. Depending upon the nature of the program, work may be reviewed prior to or during the broadcast.

Scope of Decisions - Decisions relating to program content and presentation have potential to affect a statewide television audience.

Consequence of Decisions - Decisions have potential to hamper the systematic presentation of the material causing duplication of efforts if productions do not capture the essence of the subject matter. Employees are accountable for assigned production schedule and its impact upon available resources. Ultimate creative judgment in program approach and format may impact upon the national distribution of the program.

III. INTERPERSONAL COMMUNICATIONS:

Scope of Contacts - Primary contacts are with individuals associated with or working within the television production facility. Employees have contact with the general public in production planning and execution.

Nature and Purpose - The primary purpose of contacts with individuals associated with the production is to provide and obtain information pertaining to program approach. This information is usually explained in detail to subordinate staff to provide information in the direction of the production.

IV. OTHER WORK DEMANDS:

Work Conditions - Employees may be exposed to inclement weather during an on-location production and may periodically lift heavy equipment.

Hazards - Hazards are limited to those normally associated with travel. Other hazards inherent to the job are moving and lifting heavy equipment.

V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Thorough knowledge of techniques, practices, and methods associated with organizing, developing, producing, and directing programs for television productions. Thorough knowledge of the capabilities and use of television equipment. Ability to originate and develop ideas for television programs. Ability to arrange and present production ideas in the medium of television. Ability to maintain a working relationship with production staff, faculty, talent, and clients. Ability to make creative judgments in directing and producing television programs.

Minimum Education and Experience - Graduation from a four-year college in radio, television, motion picture and three years of experience in producing and directing television programs; or an equivalent combination of education and experience.