

**ORDINANCE NO. 143-14**

**AN ORDINANCE ADOPTING AND ACCEPTING THE MODIFICATION TO THE JOB DESCRIPTION FOR THE POSITION OF CABLE TV EXECUTIVE DIRECTOR/GENERAL MANAGER AS APPROVED AND PRESENTED BY THE CIVIL SERVICE COMMISSION.**

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF MEDINA, OHIO:**

- SEC. 1:** That the job description for Cable TV Executive Director/General Manager as approved and presented by the Civil Service Commission for the City of Medina is hereby adopted and accepted.
- SEC. 2:** That a copy of the revised Job Description is marked Exhibit A, attached hereto, and incorporated herein.
- SEC. 3:** That it is found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with the law.
- SEC. 4:** That this Ordinance shall be in full force and effect at the earliest period allowed by law.

**PASSED:** September 8, 2014

**SIGNED:** John M. Coyne, III  
President of Council

**ATTEST:** Kathy Patton  
Clerk of Council

**APPROVED:** September 9, 2014

**SIGNED:** Dennis Hanwell  
Mayor

**THE CITY OF MEDINA  
JOB DESCRIPTION**

Ord. 143-14  
Exh. A

**TITLE:** Cable TV Executive Director /General Manager

**REPORTS TO:** Advisory Commission on Communication Enhancement Support Services for work performed and Mayor for day to day supervision

**DEPARTMENT/DIVISION:** Cable

**CIVIL SERVICES STATUS:** Classified

**JOB STATUS:** Full-time

**EXEMPT STATUS:** Non-exempt

**CLASSIFICATION FEATURES:** The individual in this classification will generally be responsible for the development, growth and delivery of Medina Community Television Services for the residents of the City of Medina. Work performed will be overseen by the Advisory Commission on Communication Enhancement Support Services (ACCESS), but reports to Mayor for day to day supervision. Procedures and standards to be maintained are outlined by ACCESS. The Cable TV Executive Director/General Manager supervises the work of the Cable TV Operations Director, Assistant Producer/Technical Operations Director and the part-time TV Production Assistant.

**ESSENTIAL JOB FUNCTIONS:**

Oversees the operation of the facility, maintaining high production and ethical standards.

Disseminates rules and regulations governing use of the facility, equipment access, equipment maintenance and other personnel policies and procedures.

Oversees annual budget to determine needs of the facility while maintaining costs within budget constraints.

Works with the Mayor and other City officials on contract renewals for Franchise Fees with the local cable company.

Establishes a plan to keep channels current with technology and equipment in a cost effective manner.

Assures maintenance and minor equipment repair.

Maintains current records or inventory of purchased equipment.

Works with City, school, county and community representatives to ensure appropriate and useful information for the Television Services.

Supervises work of Department personnel.

Handles production of studio and remote location tapings for broadcast on MCA.

## PROPOSED

Edits Public Service Announcement promotions and programs for broadcast.

Creates and develops set or scene designs for productions.

Develops relationships and good communications with various departments and agencies for programming on television channels.

Acts as liaison between the City, schools and community.

Maintains and oversees the electronic community bulletin board, as well as the Emergency Alert System.

Develops the overall look and content of the channels.

Attends meetings of ACCESS Committee to provide input at meetings relative to the operation of the production facilities.

Maintains regular and consistent attendance.

Identifies and solicits grants, as well as other sources of revenue for the channels.

Works in conjunction with the local cable company to ensure the best product for viewers.

Maintains wiring and equipment installation at facility and remote location.

Maintains website for the television services and explores avenues for use of Internet while keeping current with all legal issues pertaining to the internet.

Schedules and conducts orientation and training sessions for students and volunteers, including use, care and maintenance of all production equipment.

Recruits and trains volunteer producers, student producers and production personnel.

Promotes the development, delivery and growth of community access TV in Medina.

Works with the local news outlets to provide information to the media that will assist in program design and production.

### **EDUCATION, TRAINING AND EXPERIENCE:**

Experience as a producer of broadcast, independent or public access programming with an understanding of the potential of community utilization of cable television.

Supervisory experience in program development and experience in public speaking.

Possession of a Bachelor's degree in communications or related field.

### **License:**

Valid driver's license issued by the State of Ohio and remain insurable under the City of Medina's vehicle insurance plan.

**QUALIFICATIONS:**

**Knowledge of:**

- Cable television industry;
- Field production techniques and principles;
- Operation of basic cable and public access channels;
- The City ACCESS philosophy; and
- City cable TV Franchise agreements and state and federal laws relating to cable television and public access.
- Video switchers and audio mixers.

**Skilled in:**

- Handling a wide range of professional video equipment;
- Operating a variety of professional video production equipment, including video cameras, video switching equipment, lighting equipment, microphones and audio control devices, editing systems, computer graphic systems and other related peripherals; and
- Developing Department budgets.

**Ability to:**

- Understand and follow complex oral and written instructions;
- Communicate effectively in writing or orally with co-workers, supervisors and the general public;
- Maintain good taste and judgment in all production activities;
- Work in a cooperative and encouraging manner with community members, City and school employees and students;
- Work independently and supervise the work of others; and
- Provide administrative and professional leadership and direction to Department personnel.
- Operate various camera systems and non-linear editing systems.
- Design sets and lighting for various field and studio shoots.

**PHYSICAL DEMANDS:**

Strength and agility sufficient to lift and maneuver video equipment and television design sets. This position requires the employee to spend a large part of each working day standing, walking, transporting and handling video equipment. This position involves occasional bending, stooping, crawling, squatting, lifting, kneeling and reaching.

**ENVIRONMENTAL ELEMENTS:**

This position works mostly indoors but at times works outside in various weather conditions.

**WORKING CONDITIONS:**

May be required to work outside normal business hours including weekends, evenings and holidays.

**EQUIPMENT USED:**

Various camera systems and non-linear editing systems, video switchers, audio mixers and lighting.

**ADDITIONAL REQUIREMENTS:** The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job. Employee understands that conditions may require the City to modify this Job Description and that the City reserves the right to exercise its discretion to make such changes.

EMPLOYEE ACKNOWLEDGMENT: \_\_\_\_\_

DATE: \_\_\_\_\_