

JOB EVALUATION REPORT

Fire and Police Commission Meeting Date: March 15, 2012
 Department: Police Department

Current	Request	Recommendation
Audiovisual Specialist II PR 3CN (\$34,776 - \$38,484)*	To Be Studied	Media Producer PR 2EN (\$44,194 - \$61,871) Recruitment at \$48,133

*2006 Rates

Action Required

In the Salary Ordinance, under Pay Range 2EN, add the title "Media Producer" with the footnote designation "10".

In the Positions Ordinance, Police Department, Administrative Services Decision Unit, Training Division, Audio Visual Section, delete one position of "Audiovisual Specialist II" and add one position of "Media Producer".

Background

The Fire and Police Commission forwarded a letter from the Milwaukee Police Department (MPD) regarding a request to study one position of Audiovisual Specialist II for proper classification. A job description, questionnaire and other materials were provided and discussions were held with the incumbent; his direct supervisor, Captain Victor Beecher; Deputy Inspector Ramon Galaviz; Anne Schwartz, Public Relations Manager; and Valarie Williams, Police Department Personnel Administrator.

Duties and Responsibilities

The basic function of this position is to provide technical support for presentations and presentation equipment; document training and department operations through photographs and video, produce web and television videos of press conferences and public affairs events; and research, create and develop various techniques used in presenting informative video training for police personnel and for the public. The duties and responsibilities include the following:

60% Video Production

- Pre-Production – perform a production needs evaluation; conduct planning meetings; perform scheduling, script writing, storyboarding, outlining, music selection, copyright clearances, and support material research; schedule cast and crew; obtain actor releases; acquire materials and supplies; perform set design and lighting design; and secure equipment.
- Production – direct video productions including blocking, lighting, and sound; operate video camera; and incorporate external media including photographs, slides and other collateral and hard copy.

- Post Production with Digital Non-Linear Editing which requires the ingesting of raw video into the computer, editing and trimming selections, signal processing and enhancing, audio mixing, title creation, photo retouching, graphic creation, and sound enhancing and mixing; CD/DVD mastering and authoring; and web posting and network distribution.
- 30% Media/Public Affairs – support the Office of the Chief and the Media and Communications Section with public outreach; provide setup and support for press conferences and other media events; photograph and document media coverage; provide video and photo support to communicate information both within the Police Department and to the public; and arrange for videos to be available online and through Time Warner On Demand.
- 10% Other Responsibilities – provide technical support and routine maintenance on audiovisual systems and production equipment; provide training on how to operate equipment properly and information and suggestions on operational capabilities; assist in managing an annual budget of \$25,000 to purchase equipment and parts; maintain and control and inventory of Department equipment that is valued at \$250,000; research or attend training/sales seminars on new technology, upgrades, and repair techniques; and assist with event planning and logistics.

Requirements for this position include a Bachelor's Degree in Communications, Media Relations, Advertising, Journalism or related field or an Associate's Degree in Electronics, Visual Arts, Video/Television/Film Production or related field; four years of experience in professional video production, working with an advertising agency or television/print new outlet; proficiency with video production and photograph editing software; knowledge of audio, video, and computer cables, wireless communications, and the use of social media; and an ability to communicate effectively, both orally and in writing, using tact and diplomacy and maintain a high level of confidentiality.

Changes in the Position

The changes in the position include the following:

- More emphasis on public relations and providing support to the Office of the Chief. Works closely with the Public Relations Manager and provides support for media inquiries and news conferences. Coordinates onsite activities for press conferences and records them to send to the media; edits and uploads video to the website and other media outlets; and works directly with members of the media, dignitaries, and MPD command staff.
- Photographs training, special events and Police Officers on the street.
- Manages social media including the Facebook and YouTube.
- Maintains all audiovisual equipment at the Safety Academy and provides setup and tear down of any requested audiovisual equipment.

Comparison to Other Positions

To study this position, comparisons were made to several other positions in the City including the following. Please note that not all requirements have been assessed for staffing purposes and equivalent combinations of education and experience may be considered.

Public Relations Manager in PR 2JX (\$60,809 - \$85,129) (Police Department)

Promotes positive public relations of the MPD through internal and external communications; coordinates local, state and national media relations and serves as a media resource for MPD Divisions; maintains news media contacts and responds to scenes of critical incidents; supervises the release of sensitive information; writes and designs news releases, brochures, reports and other public information materials; oversee MPD's website; serves as a liaison with the Mayor's Office, Common Council/City Clerk's Office, and other City Departments, citizens and community groups; and serves on task forces and committees, and attends meetings as assigned by the Chief of Police or Assistant Chief of Police to represent MPD. Requirements include a Bachelor's Degree in Journalism, Public Relations, Mass Communications, or related field and five years of experience in the media as a reporter or editor and as an Account Supervisor or Communications Director.

City Channel Manager in PR 1CX (\$50,206 - \$70,295) (Common Council/City Clerk)

Supervises the programming and production for the City of Milwaukee cable television channel and other video programs related to City business; hires, supervises, and evaluates a staff of four to ensure proper staffing levels for all productions and telecasts; develops, reviews, and approves program plans and outlines; reviews and approves production budgets, scripts, program content, and other aspects of production; prepares studio budget; evaluates maintenance needs and writes specifications for equipment supplies and service requisitions; prepares program and staffing schedules; and in conjunction with the Publications and Information Manager develops production policies and procedures. Requirements include a Bachelor's Degree in Communications, Journalism, or related field and three years of experience in television production, some of which involved overall responsibility for results.

Public Relations Supervisor in PR 1CX (\$50,206 - \$70,295) (Common Council/City Clerk)

Assists in the management of all public relations and publications functions of the Public Information Division of the Common Council/City Clerk's Office; writes scripts and performs on air television hosting and reporting duties for programming on City Channel 25; writes new releases, newsletters, speeches, brochures, flyers, reports and promotional materials; maintains news media contacts, arranges news conferences and disseminates information to the news media and the public through E-notify; provides digital/film photography and photographic services; provides public relations advice and counsel; and supervises two positions of Graphic Designer. Requirements include a Bachelor's Degree in Journalism, Mass Communications, or related field and three years of related experience.

Production Services Coordinator in PR 2EX (\$44,194 - \$61,871) (Former Position in Common Council/City Clerk)

Works with City departments and agencies to develop informational video programs for use on the City's cable television channel and other City related purposes; researches and writes video program outlines, scripts and other program documents; acts as on-camera reporter, interviewer, moderator or voice-over announcer; coordinates City departments and personnel to complete program production requirements; and prepares reports or presentations on programming goals, objectives, and results. Requirements include a Bachelor's Degree in Mass Communications, Journalism, Communications, or related field; three years of experience in television scripting or reporting; and experience in program length productions.

Television Production Specialist II in PR 3EN (\$36,216 - \$44,277) (Common Council/City Clerk)

Under supervision of the City Channel Manager supervises the telecast of public meetings, events or other video productions on the City Cable Channel; coordinates video production services for City departments and agencies including assisting with script development, coordinating production activities, directing actual production and/or editing as needed; provides direction and handles production responsibilities for operating control rooms, text and graphic generators, automated layback equipment, duplication equipment, lighting equipment, portable production equipment and audio equipment; and organize and maintain production and video libraries and files in accordance with the records retention schedule. Requirements include two years of television production experience with some experience in live television production; and one year of experience in shooting, directing, producing, or editing program length video productions. An Associate's Degree in Television Production, Mass Communications or related field and/or experience in governmental or educational productions is preferred.

Production Technician in PR 3CN (\$36,538 - \$41,311) (Common Council/City Clerk)

Operates and maintains a variety of television production equipment used to telecast City and County government meetings and programs on the City's cable channel and other City-related video productions; assemble, operate and maintain all equipment involved in the telecast of meetings including remote camera equipment, audio equipment, additional video or presentation equipment and sound systems; operate the Master Control area which includes recording, editing, and scheduling the playback of meetings and other programming events; Operate a personal computer (PC) based webcasting system which provides live and archived meeting footage and a PC based text message system which requires the use of Photoshop, Paint Shop Pro and other related graphics software. Requirements include an Associate's Degree in Television Production or two years of professional video production experience with some experience in live production.

A table of related positions is shown below:

Classification	Pay Range	Department
Permits and Communications Manager	2JX (\$60,809 - \$85,129)	Public Works
Public Relations Manager	2JX (\$60,809 - \$85,129)	Police
Police Audiovisual Specialist	4K (813) (\$69,841 - \$84,609)	Police
City Channel Manager	1CX (\$50,206 - \$70,295)	Common Council/City Clerk's Office
Public Relations Supervisor	1CX (\$50,206 - \$70,295)	Common Council/City Clerk's Office
Television Production Specialist II	3EN (\$36,216 - \$44,277)	Common Council/City Clerk
Audiovisual Specialist II	3CN (\$36,538 - \$41,311)	Fire
Audiovisual Specialist II (ALEASP Rate)	3CN (\$34,776 - \$38,484)	Police
Production Technician	3CN (\$36,538 - \$41,311)	Common Council/City Clerk
Audiovisual Specialist I	3BN (\$32,290 - \$39,875) Recruitment \$35,363	Underfill Title

Audiovisual Specialist I (ALEASP Rate)	3BN (\$33,326 - \$36,718)	Underfill Title
Television Production Specialist I	3BN (\$32,290 - \$39,875) Recruitment \$35,363	Underfill Title

Analysis

This position under study is in the Training Division of the MPD. The basic function previously was to produce and record video and audio informational and training presentations for the MPD from the concept of an idea to the finished product. Duties included researching, creating, and developing informative video training materials for police personnel and the public; attending to emergency requests for assistance including preparing audio and video surveillance tapes, duplicating evidence tapes for courtroom proceedings, setting up audiovisual equipment, and troubleshooting problems with equipment; maintaining an inventory of audiovisual equipment and supplies; instructing police personnel in proper care use of equipment; and performing routine maintenance and minor repairs on equipment. Requirements included a Bachelor's Degree in Communications including visual communications, Media Studies or related field and one year of experience in studio and field video production including digital editing experience or an Associate's Degree in Television Production and two years of experience in studio and field video production, including digital editing experience.

The current position continues to perform these duties but now has worked to significantly update the Department's equipment and provide a higher quality finished product. This is reflected in the fact that the position now produces videos for the Department of Justice that are shown throughout the State of Wisconsin. The MPD receives \$25,000 annually for this position's time and work on this project and the money has been used to purchase the updated equipment. The position also spends more time (30%) on work related to media and public relations. The position works closely with the Public Relations Manager to help with public outreach, provide setup and support for press conferences, and provide video and photographs to help communicate information within the MPD and to the public. The position has also implemented the use of social media to help with MPD communications.

The role of this position has expanded and changed dramatically from primarily a technical position to primarily a professional position that requires not only up-to-date skills in video production and photography but also an ability to work directly with members of the media, dignitaries and MPD command staff in a professional way using good judgment and communication skills including tact and diplomacy.

A comparison to other positions indicates that this position is stronger than some of the other technical positions such as Production Technician in Pay Range 3CN and Television Production Specialist II in Pay Range 3EN. It is not as strong as the Public Relations Manager in Pay Range 2JX as the Public Relations Manager has broad oversight responsibility for public relations at the MPD. The City Channel Manager and the Public Relations Supervisor in 1CX are also stronger as these two positions are managers with supervisory responsibilities. These positions also must work with members of the media, dignitaries, elected officials, and high level City personnel.

The position under study has some similar duties to the former position of Production Services Coordinator in Pay Range 2EX as both positions develop informational video programs. The position under study has more responsibility for the actual production of a video from the

beginning to the end but the Production Services Coordinator had to research, write and develop programs on a variety of topics for several different departments; work with personnel from throughout the City including department heads and elected officials; and on a regular basis serve as the on-camera reporter, interviewer, and moderator.

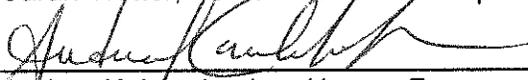
Based on the changes listed above and comparisons to other positions in the Police Department and City-wide we recommend Pay Range 2EN. This is the same rate of pay as Pay Range 2EX but indicates a position is nonexempt. Since this position is somewhat of a hybrid between a high level technical position and an exempt professional position we would recommend that the position be classified as nonexempt under the Fair Labor Standards Act (FLSA). We also recommend a recruitment rate of \$48,133, the same as for another position in the pay range, to assist with recruitment in the future. While this recommendation provides a significant increase in pay the change in scope, breadth, and level of responsibility could suggest the creation of a new position rather than a reclassification. Further, the percentage increase is also made higher since the position is currently paid 2006 rates.

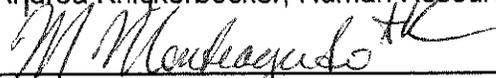
We recommend the title Media Producer. This title reflects the primary function of producing a variety of media, such as videos and photographs, to communicate various messages from the Department.

Recommendation

Based on the analysis above we recommend this position of Audiovisual Specialist II in Pay Range 3BN be reclassified to Media Producer in Pay Range 2EN with a recruitment rate of \$48,133.

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