Department of Employee Relations

JOB EVALUATION REPORT

Fire and Police Commission Meeting Date: May 17, 2012
Department: Fire Department

Current	Request	Recommendation
Audiovisual Specialist II PR 3CN ($36,538 - $41,311)	To Be Studied	Media Specialist PR 2CN ($38,902 – $54,455) Recruitment at $43,909

Action Required

In the Salary Ordinance, under Pay Range 2CN add the title Media Specialist with the footnote designation "10/"; under Pay Range 3CN, delete the title "Audiovisual Specialist II"; and under Pay Range 3BN, delete the title "Audiovisual Specialist I".

In the Positions Ordinance, Fire Department, EMS/Training/Education Bureau Decision Unit, Training Division, delete one position of "Audiovisual Specialist II" and add one position of "Media Specialist".

Background

The Fire and Police Commission forwarded a letter from the Milwaukee Fire Department (MFD) regarding a request to study one position of Audiovisual Specialist II for proper classification. A job description and questionnaire were provided and discussions were held with the incumbent; his direct supervisor, Battalion Chief Daniel Lipski; Assistant Fire Chief Michael Payne; and Fire Lieutenant Schuyler Belott who serves as the Lieutenant of Community Relations.

Duties and Responsibilities

The basic function of this position is to record and produce video informational and training presentations including researching, creating and developing various techniques for presenting training for MFD personnel and the public; coordinating pre-production activities with sources from inside and outside the MFD; developing story boards; making arrangements for on-site shoots; taking videos; editing and duplicating final master presentations; and maintaining the MFD employee identification and personnel accountability programs. The duties and responsibilities include the following:

25% Perform computerized non-linear video editing using AVID Media Composer digital video editing system including digitizing video, color correction, multi-track video layering, creating and EDL, character generator, photo retouching, graphic design, 3D graphics, graphic animation, animated text using AVID FX, digital video effects, and audio editing such as sound enhancement and noise reduction; perform DVD authoring and duplication, and CD/DVD mastering; and manage large audiovisual data files using audiovisual hard drives, SCSI optical storage devices, and CD/DVD recordable media.

20% Perform video production which includes taking videos of MFD training programs, digital video recording, digitizing field video footage, production music, scanning of photographs, setting up ENG lighting, wireless microphone operation and digital video

mastering; duplicate, label, file, and ship DVD's to all engine houses and bureaus; and transcode video for web-based applications.

15% Perform video pre-production duties which includes production needs evaluation, sight survey, planning meetings, scheduling, script writing, story boards, outline, music selection, cast and crew scheduling, acquisition of materials and supplies, graphic design, routine maintenance of equipment, and logging of videotapes.

10% Responsible for all MFD video production and still photography including but not limited to the following events: Awards Night, Recruit Graduation, Fallen Firefighter Memorial Ceremony and press conferences; and independently sets up and operates all audiovisual equipment.

10% Capture footage of recruit live-fire training evolutions while dressed in firefighting turnout gear and a self contained breathing apparatus (SCBA); gather audiovisual documentation of fire recruit training used in evaluation of personnel; maintain certification in SCBA and turnout gear usage; and successfully complete the annual Occupational Safety and Health Administration (OSHA) facepiece fit-test.

5% Photograph, create and distribute personal identification cards; and maintain Personnel Accountability System for the MFD which is used to account for personnel at emergencies.

5% Maintain all DVD players, TV monitors, digital projectors, audio equipment, slide projectors, screens etc. that are used within MFD engine houses and bureau buildings; repair equipment or send out for repair; be accountable for equipment checkout from Audiovisual Section; instruct MFD personnel using the equipment on proper procedures to prevent breakdowns and delays; conduct inventory of equipment; and prepare requisitions and the budget for the Audiovisual Section.

5% Coordinate CentreLearn distance learning curriculum; and operate and provide training for the Salamander Incident Management software and hardware.

5% Administer the MFD social media networks and perform web content management.

Other peripheral duties include historical photo documentation of MFD job promotions; assisting with audiovisual productions or providing expert advice to other City departments including the Police Department and the Department of Employee Relations; and training personnel who are assigned to assist in the Audiovisual Section.

Requirements for this position include a Bachelor's or Associate's Degree in Television or Video Production and two years of experience in studio and field video production including extensive video editing experience using AVID editing software and experience using the Panasonic HD-AVCCAM, Canon 7D, Canon XL2 and GL1 Digital Video Cameras; knowledge of related computer programs including AVID Media Composer, AVID FX, AVID DVD, AVID Pro Tools, Adobe After Effects, Adobe Photoshop, Sorenson Squeeze, Sonicfire PRO, Microsoft Word, Excel, and Powerpoint, and Digital Combustion-Fire Studio; knowledge of digital still photography, and video, audio, and broadcast equipment; excellent communication skills; and an ability to work well under pressure and maintain composure under stressful situations.

Changes in the Position

The changes in the position include the following:

- Developing videos for the MFD website and website maintenance
- More emphasis on video training including web based training and DVD distribution to Fire Houses
- Managing social media including Facebook and YouTube to present the MFD in a positive way and assisting with community outreach and public service information.
- Photograph, create and distribute personal identification cards and maintain the identification card database
- Maintain the Personal Accountability Tag identification card database used at emergency locations

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 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.

Media Producer in PR 2EN ($44,194 - $61,871) (Police Department)
Provides technical support for presentations and presentation equipment; documents training and department operations through photographs and video; produces web and television videos

of press conferences and public affairs events; and researches, creates, and develops various techniques used in presenting informative video training for police personnel and the public. Requirements 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; and four years of experience in professional video production working with an advertising agency or television/print news outlet.

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
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
Media Producer	2EN ($44,194 - $61,871)	Police
Television Production Specialist II	3EN ($36,216 - $44,277)	Common Council/City Clerk
Audiovisual Specialist II	3CN ($36,538 - $41,311)	Fire
Production Technician	3CN ($36,538 - $41,311)	Common Council/City Clerk
Audiovisual Specialist I	3BN ($32,290 - $39,875) Recruitment $35,363	Underfill Title
Television Production Specialist I	3BN ($32,290 - $39,875) Recruitment $35,363	Underfill Title

Analysis

This position was originally created in 1982 and was filled by a Firefighter in Pay Range 850 ($39,685 - $60,611, 2011 Rates). It was reclassified in 1989 to Fire Audiovisual Training Specialist in Pay Range 856 ($63,684 - $74,056, 2011 Rates) which was in the same pay range as Fire Lieutenant. The reclassification was in recognition duties which expanded from just taking photographs to creating videos for training and evaluation of Firefighters. The position was also responsible for maintaining and repairing all the video cassette recorders (VCRs) and television monitors that were installed in the Safety Academy and all the Fire Stations. Other responsibilities included budgeting for equipment and supplies, and supervision of one position.

In 2003 the vacant position was civilianized and reclassified to the current classification of Audiovisual Specialist II in Pay Range 505 ($36,538 - $41,311, 2011 Rates). It was noted that the position created products that were used in fire training but the position did not serve as a trainer or safety officer which would require extensive knowledge of firefighting. Rather, the MFD was looking for someone who had training and experience in visual communications, video production, or a related field. It was noted that the duties and responsibilities of the position were similar to those of the civilian position of Audiovisual Specialist II in the Police Department. Recently the Police position was reclassified to Media Producer in Pay Range 2EN ($44,194 - $61,871) due to efforts to update the department's equipment and produce a higher quality finished product, an increase in the amount of time (30%) on work related to media and public relations including public outreach and press conferences, and implementing an expansive use of social media for the department.

The position under study has also undergone some changes. Previously, the basic function was to record and produce video and audio informational training presentations, which included research, creation, and development of various techniques used in presenting the training for MFD personnel and the public; coordinate preproduction activities with sources both inside and outside the department, develop story boards, make arrangements for on-site shoots, take videos, and edit and duplicate final master presentations. The current position continues to perform these duties but now also is developing videos for the MFD website and performing website maintenance; has had more emphasis on video training including web based training and DVD distribution to Fire Houses; photographing, creating and distributing personal identification cards and maintaining the identification card database; maintaining the Personal Accountability Tag identification card database to be used at emergencies; and managing social media including Facebook and YouTube to present the MFD in a positive way and assist with community outreach and public service information.

A comparison to other related positions indicates that the position under study 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 but is not as strong as the Media Producer in Pay Range 2EN. Although the position under study has also expanded from being primarily a technical position to a more professional position with more emphasis on overall communication to the community through the website and social media, the main emphasis continues to be on internal training for the MFD. The Media Producer, in contrast, spends 30% of the time on Media/Public Affairs which focuses on press conferences and working with the Office of the Chief and the Media and Communications Section.

Based on the changes listed above and comparisons to other positions in the City we recommend Pay Range 2CN. We also recommend a recruitment rate of $43,909, the same as for another position in the pay range, to assist with recruitment. This pay range reflects the

more professional nature of the work and includes the title Network Coordinator – Assistant which is also a professional position that requires a bachelor's degree or equivalent plus knowledge and experience in highly technical computer network operating systems. Similar to the Media Producer the position under study also produces a variety of media including video and photography. We recommend the title "Media Specialist" to better reflect the current duties and responsibilities.

Recommendation

Based on the analysis above we recommend this position of Audiovisual Specialist II in Pay Range 3CN be reclassified to Media Specialist in Pay Range 2CN.

Prepared by: _____
Sarah Trotter, Human Resources Representative

Reviewed by: _____
Andrea Knickerbocker, Human Resources Manager

Reviewed by: _____
Maria Monteagudo, Employee Relations Director