



**Department of Employee Relations**

**Tom Barrett**  
Mayor

**Maria Monteagudo**  
Director

**Michael Brady**  
Employee Benefits Director

**Deborah Ford**  
Labor Negotiator

October 31, 2013

Fire and Police Commission  
City Hall, Room 706A

Attention: Michael G. Tobin, Executive Director



Dear Commissioners:

Enclosed is a report concerning the reclassification of Public Relations Manager in the Police Department for distribution to each Commissioner, the Executive Director, and for other distribution as necessary.

Sincerely,

Maria Monteagudo  
Director of Employee Relations

MM:fcw

Enclosures: Job Evaluation Report

C: Chief of Police Edward Flynn  
Chief of Staff Joel Plant  
Lieutenant Mark Stanmeyer  
Valarie Williams  
Pamela Roberts



**JOB EVALUATION REPORT**

Fire and Police Commission Meeting Date: November 7, 2013

**POLICE DEPARTMENT**

<b>Current</b>	<b>Request</b>	<b>Recommendation</b>
Public Relations Manager PR 2JX (\$61,721 - \$86,406)	Media Producer PR 2EN (\$49,558 - \$63,702)	Media Producer PR 2EN (\$49,558 - \$63,702)

**Action Required**

In the Positions Ordinance, Police Department, Administrative Services Decision Unit, Media & Communications, delete one position of "Public Relations Manager" 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 reclassify one vacant position of Public Relations Manager in Pay Range 2JX to Media Producer in Pay Range 2EN. A new job description was provided and discussions were held with the supervisor of the position, Lieutenant Mark Stanmeyer, and Pamela Roberts, Human Resources Specialist.

**Duties and Responsibilities**

The basic function of this position is to provide internal and external Department outreach through a variety of technology based platforms including websites, social media, live presentations, photographs and video recordings. The duties and responsibilities include the following:

- 40% Media/Public Affairs – provide Department outreach through various web and social media platforms; provide support for press conferences and other media events; and photograph and document media coverage.
- 10% 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.
- 15% Production – direct video productions including blocking (where action happens), lighting, and sound; operate video camera; and incorporate external media including photographs, slides and other collateral and hard copy.
- 15% Post Production – work 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.
- 5% Training – provide training on proper equipment operations; and information and suggestions on operational capabilities.
  - 5% Office Bookkeeping – perform report writing on projects, grant writing, day-to-day operational bookkeeping, and budget management of annual budget of \$25,000; and order equipment and parts to maintain Section equipment valued at \$250,000 plus other departmental audiovisual equipment.
  - 5% Research – research or attend training or sales seminars on new technology, upgrades, and repair techniques.
  - 5% Meetings – attend Department operations meetings to stay current of Department activities and look for ways to use technology to assist the Department.

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; and four years of experience in professional video production, working with an advertising agency or television/print news outlet. Ability to communicate effectively, both orally and in writing, using tact and diplomacy, and maintain a high level of confidentiality.

### Analysis

The Police Department currently has one position of Media Producer that performs the duties listed above and works at both the Training Academy and in the Office of the Chief at the Administration Building. The Department has indicated that the volume of work is such that they need another position to perform these duties. The Department wishes to have the vacant position of Public Relations Manager in Pay Range 2JX reclassified to Media Producer in Pay Range 2EN so that they will have two positions at this level. Both of these positions would report to the Lieutenant assigned to the Media and Communications Section of the Office of the Chief.

### Recommendation

Based on the analysis above we recommend this vacant position of Public Relations Manager in Pay Range 2JX be reclassified to Media Producer in Pay Range 2EN.

Prepared by: Sarah Trotter  
Sarah Trotter, Human Resources Representative

Reviewed by: Andrea Knickerbocker  
Andrea Knickerbocker, Human Resources Manager

Reviewed by: Maria Monteagudo  
Maria Monteagudo, Employee Relations Director