

Click one of these links to see the Job Description for that class:

Job Code	Title
M33830	Radio Announcer
A33850	Radio Announcer/Producer
V33841	Radio Producer
V33843	Radio Network Director

RADIO NETWORK

M33830, A33850, V33841, V33843

DESCRIPTION OF OCCUPATIONAL WORK

Positions within this series announces, produces, develops, and implements state-wide programming for the Nebraska Public Radio Network.

Radio Announcer

M33830

DISTINGUISHING CHARACTERISTICS: (A position is assigned to this class based on the scope and level of work performed as outlined below.)

Under limited supervision, research, produces, and announces an on-air shift for Nebraska Educational Telecommunications; performs related work as assigned.

The Radio Announcer class is responsible for daily shift announcer and news broadcasts. The Radio Announcer/Producer class utilizes professional judgment to determine overall content and effectiveness of radio programming and may supervise Radio Announcers.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Researches and recommends purchases of musical recordings for on-air programs.

Assists in developing overall theme for network broadcasts.

Evaluates public responses in planning for network broadcasts.

Monitors news releases and other information. Reviews for announcing on regular on-air shift.

Announces an on-air shift. Monitors on air sound. Operates broadcast studio equipment. Reports difficulties to engineering staff.

Assists in developing promotional materials for new programs.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED: (These are needed to perform the work assigned.)

Knowledge of: classical music and composers; journalism; broadcast and receiving equipment and technology.

Ability to: organize program materials and information into logical sequence; maintain good community relations; orally communicate clearly; evaluate program themes and recordings; evaluate news content; elicit information from others; meet deadlines; be creative.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need accommodation in the selection process should request this in advance.)

Experience and education or training in broadcast journalism or music

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Radio Announcer/Producer

A33850

DISTINGUISHING CHARACTERISTICS: (A position is assigned to this class based on the scope and level of work performed as outlined below.)

Under general supervision, research, writes and produces feature programs for Nebraska Educational Telecommunications; produces and announces an on-air shift for the Network; performs related work as assigned.

The Radio Announcer/Producer class utilizes professional judgment to determine overall content and effectiveness of radio programming, and typically supervise Radio Announcers, while the Radio Announcer class is responsible for day-to-day shift announcing and news broadcasts.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Researches and recommends potential subjects for on-air programs.

Researches and writes scripts for feature programs for network broadcast.

Evaluates pre-taped programming to measure production standard for possible network broadcast.

Coordinates production of studio and field programs.

Reviews news releases and other information for announcing on regular on-air shift.

Announces an on-air shift.

Assists in developing promotional materials for new programs.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED: (These are needed to perform the work assigned.)

Knowledge of: classical music and composers; journalism; broadcast and receiving equipment and technology; production methods and procedures; on-air broadcasting methods and procedures; network formats; marketing techniques.

Ability to: organize program materials and information into logical sequence; maintain good community relations; orally communicate clearly; evaluate program themes and recordings; evaluate program topics; evaluate news content; elicit information from others; meet deadlines; be creative.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need accommodation in the selection process should request this in advance.)

Experience and education or training in broadcast journalism or music including broadcasting and producing news segments and special features.

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Radio Producer

V33841

DISTINGUISHING CHARACTERISTICS: (A position is assigned to this class based on the scope and level of work performed as outlined below.)

Under general supervision from the Radio Network Director, develops and implements state-wide programming for the Nebraska Public Radio Network; trains, assigns work and supervises interns, volunteers and reporters who work for the Network.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Develops, produces, and hosts daily Nebraska Public Affairs Call-In Program for the Nebraska Radio Network.

Researches topics, contacts guests, conducts interviews, and handles phone calls for the program.

Develops and produces feature programs, state-wide town meetings and documentaries for the Radio Network.

Monitors issues, concerns, and needs of the people of Nebraska and translates appropriately into programming to help Nebraska citizens become informed about their state.

Recruits for and coordinates internship, volunteer, and free-lance reporting programs to include training, assignment of work and supervision of participants.

Contacts various national program vehicles to market Nebraska produced programs for air play on national public radio.

Assists in the Radio Network's on-air membership drives.

Develops procedures and programs to utilize the Network's satellite up-linking system and other available technologies to originate programming from various sites across Nebraska.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED: (These are needed to perform the work assigned.)

Knowledge of: audio production techniques and procedures; general technical aspects of radio broadcasting systems; research techniques; Federal Communications Commission guidelines as they relate to public radio programming. Current issues and concerns of interest to the citizens of Nebraska; resources available for researching Nebraska programming needs; national vehicles available for marketing Nebraska produced programming; principles and practices of supervision; Nebraska Public Radio Network guidelines and procedures for programming.

Ability to: utilize effective interviewing techniques to gather desired information; write clearly and succinctly; recruit and train volunteers, interns, and professional writers; principles of marketing. Utilize Nebraska's satellite broadcasting capabilities to originate programs from various sites; utilize various sites; utilize available audio production systems and techniques for quality sound reproduction; develop effective marketing strategy for Nebraska Public Radio memberships; evaluate current program production and revise as necessary to meet Nebraska citizen needs.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need accommodation in the selection process should request this in advance.)

Bachelor's degree in journalism, communications, broadcasting, humanities (history, languages, law, literature, performing arts, philosophy, religion, and visual arts), or related field and minimum three years reporting, and production experience required; equivalency considered.

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Radio Network Director

V33843

DISTINGUISHING CHARACTERISTICS: (A position is assigned to this class based on the scope and level of work performed as outlined below.)

Under administrative direction from the Chief Content Officer of the Nebraska Educational Telecommunications Commission, implements and maintains a broadcast and digital three-tiered Public Radio Network program service for national, state and local level; develops and manages all phases of operation of the Nebraska Public Radio Network including programming, operation, content creation, and on-air fundraising; monitors Radio Network; complies with state and federal regulations, statutes and standards; strategic planning; budget planning and management; supervises Radio Network professional staff.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Develops and coordinates various campaigns and volunteer teams for fund raising, membership, information dissemination and promotional purposes.

Research and utilize available funding sources through federal agencies, commercial firms, and private foundations.

Prepares applications for new station activation and operations.

Coordinates with other agency personnel to activate, interconnect and operate new network stations while maintaining the originating stations' broadcast service.

Develops strategies and tactics to create content for digital and broadcast audiences to attract and engage new audiences and deepen relevance with existing audiences.

Builds strategic partnerships that lead to new content initiatives and service to new and existing audiences across all platforms.

Develops annual and long-range broadcasting, operational and development plans.

Prepares and administers the Radio Network budget.

Coordinates with other agency personnel to maintain and replace equipment as necessary.

Develops policies and guidelines for Network programming consistent with current Federal Communications Commission and Nebraska Educational Telecommunications Commission standards and public broadcasting regulations.

Develops a quality Network program schedule, utilizing available programming opportunities, which meets the needs of Nebraska listeners.

Leads the on-air fundraising efforts in partnership with station development team.

Analyzes audience data to assess service, evaluate effectiveness of content.

Coordinates with educational institutions to develop and maintain a state-level program service for the Radio Network.

Supervises professional level personnel responsible for operation of the statewide.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED: (These are needed to perform the work assigned.)

Knowledge of: the principles and practices of administration including planning, organizing, staffing and budgeting; the techniques of program content development for digital and broadcast audiences, planning and evaluation; principles and practices of marketing; technology of radio network systems and equipment. Specific grant sources and grant requirements for public radio funding; programming sources and membership requirements, public radio at local, state and national levels; FCC and other state and federal regulations and standards pertinent to public broadcasting; program underwriting; membership and special project fundraising.

Ability to: organize and assign the work of subordinates; apply administrative principles and practices; communicate orally and in writing with trade professionals to exchange information and coordinate programs; apply regulations and standards; collect and evaluate data to formulate program objectives; interact with special interest groups and the public. Apply FCC and other state and federal regulations and standards to Nebraska Public Radio Network, develop policies and procedures which guarantee meeting existing regulations and standards, formulate short- and long-range plans to meet Nebraska Public Radio Program needs; evaluate specific equipment and other technical needs for Radio Network operations; develop digital content to meet audiences on multiple platforms.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need accommodation in the selection process should request this in advance.)

Bachelor's degree in broadcast journalism or related field plus a minimum of 5 years' professional media experience leading/supervising team. Broadcast or digital audio production experience. Non-commercial radio station management.

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SPECIAL NOTES APPLICABLE TO ALL LEVELS:

State agencies are responsible to evaluate each of their positions to determine their individual overtime eligibility status as required by the Fair Labor Standards Act (FLSA).

Established: 07/89

Note: Classification-specification is subject to change. Please refer to the Nebraska State Personnel Job Specification website at <https://das.nebraska.gov/personnel/classcomp/jobspecs/jobspecs.html> to ensure this represents the most current copy of the description.

The following is a summary of changes made to this class specification.

Section	Change Description	Effective Date
Last revised 10/2011	Moved to new format	11/2024
Description of Occupational Work	Added series description of Occupational Work	11/2024
Radio Producer	Updated Distinguishing Characteristics	11/2024
Radio Network Director	Changed Title from Manager to Director; Added to distinguishing characteristics, examples of work. Updated MQ's	11/2024