

TO: Personnel Board

FROM: Harper Donahue, Human Resources

DATE: June 29, 2012

SUBJECT: City Channel Cablecast Production Technician

At the request of the Information Technology Director, Mr. Paul Kronberger, and the City Channel Manager, Brad Clark, I have studied the position (3868) of City Channel Cablecast Production Technician (CG20/R13), currently occupied by Mr. Boyce Johnson. This position is currently housed within the Production area of City Channel, and reports directly to Mr. Brad Clark (City Channel Manager). I have met with Mr. Kronberger, Mr. Clark, and Mr. Johnson (the incumbent), and based on these meetings, a review of the position description (attached), a review of several comparable positions, and the City of Madison Personnel Rules, I recommend the following:

- The position be retitled City Channel Engineer to be consistent with similar jobs in the industry;
- The position should be moved to CG16, with other field, technical positions in Local 60;
- The position should be placed in Range 14 of CG16, consistent with similar positions as outlined in this memo; and
- Mr. Johnson should be reclassified to a City Channel Engineer, CG16/R14.

The City Channel Cablecast Production Technician class spec (attached) identifies

*"...responsible and diverse production and technical work associated with the Madison City Channel functions and services. The work involves producing live-on-tape programming and other video materials for Madison City Channel as well as installing; maintaining and repairing video broadcast equipment and systems that insure a high quality of on-air signal. This class provides leadership and administrative support for production activities; training, directing and evaluating production crew members; and serving on production crews. The work is performed independently under the general supervision of the City Channel Production Supervisor, and is reviewed through periodic conferences and evaluations of finished products."*

Specific responsibility may include

- *"The primary duties of this position are to produce and direct meeting coverage and live-on-tape public affairs programs and direct meeting coverage.*
- *Train, direct and evaluate hourly/work study crew members.*
- *Assist City Channel Production Supervisor or other City Channel Producer/Directors with production related activities.*
- *Serve as a member of a production crew by operating audio and video equipment such as television cameras, switchers, microphones, audio mixers, videotape recorders and lighting instruments.*
- *Provide assistance to a project producer/director, as required.*

- *Perform related work as assigned.*
- *Design, install, troubleshoot, repair and perform preventative maintenance on audio and video equipment and systems. Recommend the use of outside vendors for major specialized repairs or modifications.*
- *Research products to update, augment, or replace systems. Order parts and maintain appropriate inventories. Prepare and update schematics and documentation for systems.*
- *Purchase, assemble, and repair production accessories such as cables, connectors and adapters, etc.*
- *Maintain computer systems and networks for video purposes. Maintain database of all MCC 12 computers including information on installed software and hardware.*
- *Design, build, install and maintain special purpose computers. Perform necessary software and security updates on all computers not entirely supported by Information Services.”*

When originally classified in 2004, the City Channel Production Technician was expected to continue performing work of a City Channel Producer/Director 2 (CG20, R11), and much of that class spec was incorporated into the new classification. However, over time, the work of a Producer/Director 2 has phased out of the position so that it is now only about 10% of the time. The main focus of the position is now on maintaining the City Channel equipment, researching, recommending, and implementing updated equipment and software, and developing and maintaining technical specifications for the equipment. Key changes include:

- Johnson represents City Channel at weekly Departmental “Change” meetings.
- RFP Involvement: Johnson is responsible for assessing City Channel hardware and software needs. Johnson must seek bids from at least three vendors for purchase costs between \$1,000 and \$5,000. For all purchases over \$5,000, Johnson must follow RFP process. This involves setting RFP requirements, writing RFPs, assessing RFP responses and making final decisions.
- Capital Budget (5 Year Purchasing Plans and Annual Purchasing Plans): Must submit budget plans to project agency’s future equipment needs and software needs, including various cost scenarios.
- Prepare and update schematics and documentation for systems
- Maintain relationships with vendors.
- Research products to update, augment, or replace systems. Order parts and maintain appropriate inventories.

While some of this work evolved over time, in April of 2011 the City Channel Production Supervisor (CG18/R07) position was eliminated, and duties and responsibilities were distributed among Johnson and Brad Clark, City Channel Manager (CG18/R10). Clark assumed the bulk of the “supervisory” related duties and Johnson assumed the position’s “technical” duties and responsibilities.

Because the overall focus of the position is emphasized on the technical engineering work of the station, retitling the classification to City Channel Engineer is appropriate. The identified work is consistent with what other engineers do at television stations. This new position, City Channel Engineer, has a unique combination of duties and responsibilities, which makes the appropriate classification of this position difficult, as no current City position has a similar mix

of duties and responsibilities. To assist with identifying comparable positions, it was necessary to explore positions in Comp Group 16, as positions in Comp Group 20 are generally more administrative in nature, while Comp Group 16 positions are generally more “technical” in nature. Because of this distinction, it is recommended that this position be placed in CG16, with the other technical positions.

When exploring comparable Comp Group 16 and Comp Group 20 positions, the City’s Comp Group Salary Conversion Chart was reviewed. The City’s conversion Chart equates the current CG20/R13 placement to CG16/R11. While it is difficult to find an exact fit for a position as unique as this one, several Comp Group 16 positions do provide a starting point. Such positions include the Parking Maintenance Worker 2 (CG16/R13), Theatre Technician 2 (CG16/R14), Parking Equipment Technician 2 (CG16/R14), and the Monona Terrace AV Tech (CG16/R14). At the request of Mr. Johnson, the Management Information Specialist 1 (CG18/R6) was also reviewed. Each will be discussed in turn.

#### Parking Maintenance Worker 2 (CG16/R13)

The Parking Maintenance Worker 2 shares a number of similarities with the City Channel Engineer as it relates to:

*...skilled and semi-skilled, physical work in the performance and leading of varied parking facility construction and maintenance activities. The work is performed independently, especially as it relates to routine phases of the work under the direct supervision of the Parking Maintenance Supervisor. The work involves performing skilled and technical work in the mechanical and building trades areas, including electrical, plumbing, heating system, concrete, metal, carpentry, and related repairs; preventative equipment maintenance; and grounds maintenance, including snow removal.*

Brief Analysis: While there are similarities between this position and the City Channel Engineer, especially when considering the unique variety of maintenance responsibilities, the work of the City Channel Engineer warrants a higher level of technical skill and knowledge, and possible consideration for a higher range.

#### Parking Equipment Technician 2 (CG/R14)

The Parking Equipment Technician 2, one range higher than the Parking Maintenance Worker 2, also shares numerous similarities with the City Channel Engineer, as the Parking Equipment Technician 2 is:

*...highly specialized technical work in the installation, repair and maintenance of electronic meters, cashier (parking control) equipment and related parking utility equipment and devices. The work involves substantial troubleshooting and repair work of electronic and electrical equipment, requiring a wide range of electronic knowledge and skill, and frequently involves making contacts with contractors relative to repair services and meeting contract specifications. The work is performed independently under the direction of the Parking Maintenance Supervisor and will provide leadership in the form of training and oversight to lower-level employees as necessary.*

Brief Analysis: Strong similarities between the duties and responsibilities of this position and the City Channel Engineer make an ideal starting point for placement. Both positions are dealing with “highly specialized technical work” and are responsible for maintaining, installing, and repairing equipment requiring a high degree of electronic knowledge and skill. In addition, both involve contact with contractors/vendors.

### Theater Technician 2 (CG16/R14)

While Overture Center employees are no longer City employees, the Theater Technician classification was recently studied and is useful for comparisons. The Theater Technician 2 also shares a number of similarities with the City Channel Engineer. As the Theater Technician 2 is:

*...skilled technical and highly responsible lead work in planning and coordinating theatrical staging and lighting, audio/visual, closed circuit, and general communication services, as well as coordinating the activities of theatrical personnel (stage hands), for Overture Center events. The work involves coordinating, overseeing, performing and planning the installation, connection, maintenance, and operation of theatrical staging, sound and lighting, electronic, audio/visual, computer, and telephone equipment and electrical connections associated with the theatrical performances, meetings, conferences and consumer shows held at the Overture Center.*

Brief Analysis: Like the Parking Equipment Technician 2, the duties and responsibilities of this position, are more closely aligned with those of the City Channel Engineer. The Theater Technician engaged in installation, operation, and maintenance of electronic systems within the Overture Center, including automated sound and lighting systems, similar to the City Channel Engineer. Similar duties are also found in the Monona Terrace A/V Technician, CG16/R14).

### Management Information Specialist 1 (CG18/R06)

At the request of Mr. Johnson, the MIS 1 position was also closely reviewed. While the MIS position describes:

*...entry-level professional work in the development or support of automated management information systems. This work is characterized by more routine and/or focused assignments where there is limited direct responsibility for the development of automated systems or the independent provision of customer support.*

Brief Analysis: Vague language in the MIS series class specification may allow for similarities between these two positions to give the impression that these positions are at an equivalent level. However, for the City Channel Engineer position, CG16 is more appropriate than CG18, as CG18 positions are generally more professional in nature, and tend to require greater levels of training and experience, and education. It should be noted that when comparing CG20 positions with CG18 positions, CG 20, at its highest level (CG20/R15) is the equivalent to CG18/R03. Also, to advance Mr. Johnson from his current position, CG20/R13, to a CG18/R06, would require moving him 5 ranges.

The work Mr. Johnson performs with City Channel clearly falls within a level above CG 20/Range 13 (or CG16/R11 equivalent). According to Mr. Johnson's position description (attached), 30% of his time is spent designing, installing, troubleshooting, repairing, and performing preventative maintenance on media systems. An additional 30% of his time is spent researching and specifying equipment and software, and preparing and updating long and short-range purchasing plans. It is apparent that Mr. Johnson is performing more advanced-level work in providing leadership to Madison City Channel. Upon careful review of the duties and responsibilities associated with the City Channel Engineer, I find that the City Channel Engineer is most comparable to the Theater Technician 2 position, and has strong similarities to other positions located in Comp Group 16 at Range 14 (Monona Terrace AV Tech, Parking Equipment Technician 2). As such, Mr. Johnson's position should be recreated as a City Channel Engineer (CG 16, R14), and he should be reallocated to the new position.

We have prepared the necessary Resolutions to implement this recommendation.

Attachments

Compensation Group/Range	2012 Annual Minimum (Step 1)	2012 Annual Maximum (Step 5)	2012 Annual Maximum +6% longevity
20/13	\$43,312	\$48,294	\$51,194
16/14	\$47,137	\$53,059	\$56,238

cc: Paul Kronberger—IT Director  
Brad Clark – City Channel Manager  
Boyce Johnson – City Channel Cablecast Production Technician  
Greg Leifer – HR Labor Relations Manager  
Mike Lipski – HR Services Manager