

**CITY OF LOS ANGELES  
CIVIL SERVICE COMMISSION**



**CLASS SPECIFICATION**  
POSTED JUNE 1999

04-26-96      **CHANNEL TRAFFIC AND INFORMATION COORDINATOR, 1803**

**Summary of Duties:** Performs traffic functions for the City's Municipal Access Channel, including generating daily playback schedule of programming to be aired, such as live coverage, replays of live coverage, promotional spots, channel identification spots, program lineup and public service announcements; maintains and updates database of all programs approved for airing; develops and recommends promotional strategies for the Municipal Access Channel; provides program listings to cable television viewing guides in accordance with established procedures; implements the monthly newsletter and program guide; prepares press releases; ensures that Playback Operators are advised of all changes in the program log; and does related work.

**Distinguishing Features:** An employee of this class must be creative, detailed oriented, think independently, and exercise initiative in order to maintain proper records and do creative writing for promotional and informational packages. A Channel Traffic and Information Coordinator must possess strong communication, interpersonal, and public relations skills in order to interact effectively with other staff members, City departments, Council offices, the Mayor's office and the general public. An employee in this class must also possess these skills in order to conduct proper follow-up with clients and the City's viewers. A Channel Traffic and Information Coordinator must also be proactive and innovative in order to devise methods for conducting outreach within the City structure and general public for the purpose of promoting and enhancing the operation of L A Cityview Channel 35. Assignments normally are given verbally and in writing and results are evaluated in terms of desired results.

**Examples of Duties:** A Channel Traffic and Information Coordinator:

- ! Oversees the quality control process for all videotapes scheduled for airing;
- ! Performs data entry for the operation of the automated playback system and sequencing software;
- ! Works with the Videotape Librarian to ensure that all new programs are properly coded and catalogued for traffic operation;
- ! Prepares playback logs;
- ! Assists in the creative process for producing spots for Channel identification, program lineup and other promotional spots;

- ! Develops and proposes recommendations for promoting L A Cityview Channel 35;
- ! Assists in the processing of new programs sponsored by other City departments and submitted for air on Channel 35;
- ! Informs the Cable T.V. Production Manager of any problems relative to new programs for technical and non-technical compliance;
- ! Develops and implements L A Cityview's monthly program guide and newsletter;
- ! Prepares monthly reports of Channel 35 activities based on established guidelines;
- ! Works with Video Technicians and Playback Operators to ensure that all discrepancy reports are addressed and a final resolution or disposition is achieved;
- ! Coordinates and conducts monthly programming meetings with designated staff members;
- ! Assists producers and directors with the review and selection of articles for the monthly newsletter and program guide;
- ! Works with contractor/vendor selected to prepare and design the monthly newsletter and program guide in accordance with established guidelines;
- ! Ensures adherence to established deadlines for the submission of articles and descriptions about L A Cityview for monthly newsletter and program guide;
- ! Oversees the update and maintenance of the Municipal Access Channel's Internet home page on the World Wide Web;
- ! Provides training and technical assistance to staff on various traffic functions and responsibilities, including the Internet;

May occasionally be assigned to other duties for training purposes or to meet technological changes or emergencies.

**Qualifications:** Incumbents must have the following knowledges and abilities:

**A good knowledge of:**

- ! Public relations principles, techniques, and methods used for the dissemination of information through television, press releases, and the Internet;
- ! Writing, composition, layout, and production of informational, promotional, and educational materials;
- ! English grammar, spelling, punctuation and vocabulary;
- ! Computers and related applications used in playback operations and for providing informational, promotional, and educational material regarding municipal functions and activities;
- ! Graphic design, printing methods, and terminology;
- ! Video playback operations and systems;
- ! Methods of processing and cataloguing videotapes;

! Established municipal access policies, procedures, and technical operating standards;

**A working knowledge of:**

! The use and operation of video equipment relative to the playback function and operation;

! Video production materials and supplies such as tape and tape stock.

**A general knowledge of:**

! Training techniques and practices.

**The ability to:**

! Analyze the public response to informational and promotional programs;

- ! Meet deadlines and prepare work in an accurate, thorough, and timely manner;
- ! Be creative in order to develop recommendations for promoting the City's Municipal Access Channel;
- ! Write clear, concise, and accurate reports, press releases and informational, promotional, and educational materials;
- ! Maintain clear and accurate records to ensure programs, promotional spots, and public service announcements approved for airing are properly coded and catalogued for traffic operation;
- ! Communicate and deal tactfully and effectively with City officials, employees, representatives from other City departments, contractors, vendors and the public;

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to accommodate the limitation.

**Minimum Requirements:**

1. One year of full-time paid experience performing channel traffic work in a broadcast television station or a cable ad insertion facility; and
2. Two years of education from a recognized college or university with successful completion of at least 12 semester or 18 quarter units in either Computer Science, Information Systems, Television Administration, or a closely related field.

**License:** A valid California driver's license may be required for some positions in this class.

**As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties, responsibilities, and required qualifications of any position shall be.**