

Chief of Broadcast Operations, Vegas PBS

Position Details

Job Code: U7359

Reference Code: A637

Division/Unit: Vegas PBS

Classification: Professional-Technical

Terms of Employment: At Will, [Equivalent to Step 46 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position is responsible for the leadership and supervision of all informational technology, engineering, and emergency response operation functions for Vegas PBS Educational Media Services. This position will plan and supervise the management and legal functions for production of television and internet programs, Clark County School District in-service and communication videos, marketing and execution of contracted productions, and coordination of activities of assigned staff and freelancers. This position will oversee the operations of broadcast and non-broadcast programs for public television, contract clients, Satellite TV (DIRECTV, DISH), cable television, instructional channels, public and private production clients. This position is directly responsible to the President and General Manager, Vegas PBS, Office of the Superintendent.

Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Supervises all Information Technology, Engineering, Master Control, and Emergency Response departments and operation functions for Vegas PBS including, but not limited to such areas as technical and operations interface with

- the districtwide Area Network, Clark County School District Video Streaming, Education Media Services, and multiple Vegas PBS broadcast, cable, satellite, and Internet streaming functions and transmittal distribution.
2. Plans, designs, implements, oversees the operation and maintenance of and evaluates all station databases and software systems.
 3. Supervises all broadcast technology, engineering, and production operation functions for Vegas PBS and related District services.
 4. Oversees the planning, design, wiring, implementation, distribution, record keeping, operations, maintenance, and evaluation of all external and internal networks.
 5. Prepares and manages annual budget to include creating and administering numerous complex federal grants.
 6. Participates in and represents Vegas PBS and the District in meetings with community, local, state, and national government, educational, and private sector agencies to provide technical input and leadership with respect to the multiple roles and functions performed.
 7. Formulates long-range technical goals, plans, and strategies to correlate with the long-term strategic needs of Vegas PBS and related District activities.
 8. Oversees the maintenance of the facility, grounds, and technical infrastructure therein.
 9. Oversees the safety, security, and emergency response procedures for facility, Occupational Safety and Health Administration (OSHA) compliance; and compliance with policies, rules and regulations of the Southern Nevada Health District (SNHD).
 10. Oversees and supervises the video production department, staff, and operations including studio and field productions.
 11. Supervises the operation, maintenance, and functionality of Emergency Response Datacasting system and act as the liaison between CCSD Police Services and Clark County and City of Las Vegas Emergency Management, and Chair the Media position on the State Local Emergency Planning Commission (LEPC).
 12. Oversees use and operation of vehicle fleet.
 13. Serves as Federal Communications Commissions (FCC) Chief Operator for Vegas PBS facility, Master Control, and Black Mountain transmitters and translator locations.
 14. Oversees the Production and Content Services including, but not limited to:
 - Monitors and evaluates program content produced for broadcast to meet station community service goals; frequently changing FCC regulations regarding fairness, candidate coverage, payola/plugola, indecency and

language; and Corporation for Public Broadcasting (CPB) requirements for non-commercialism, non-partisanship and non-sectarianism; recommend procedural changes to conform to state and federal regulatory or contractual mandates; monitors judicial and regulatory pronouncements related to fairness, indecency, non-commercialism as they affect content; ensure compliance with FCC rules and regulations, copyright laws and program sponsorship rules, and political candidate rules; oversees news and public affairs content to ensure balance and fairness in all productions and compliance with all election campaign rules. Negotiates campaign coverage disputes with candidates;

- Manages and coordinates facility use schedules and equipment for all broadcast and non-broadcast studio events; coordinates staff training, routine preventative equipment maintenance, and end-of-life equipment replacement budgets for physical plant;
- Develops, plans, and coordinates assignments for production in response to requests from District, Superintendent and Cabinet officers, schools and outside agencies, along with District productions involving the Superintendent of Schools and the Clark County School District Board of Trustees;
- Monitors and evaluates news items of local, national, and international significance to evaluate local program content and participants to reflect balanced coverage of major issues and interest groups in the community;
- Provides guidance to instructional designer on the technical creation of educational programs;
- Negotiates and approves professional and technical services contracts with outside vendors; independently negotiates terms for independent contractors, rental of satellite uplink, and production services; confers and communicates with outside contractors and vendors to purchase equipment and services (i.e., leasing services, satellite uplinks, production services and equipment, fiber optic equipment, set props, etc.);
- Monitors, directs, and conducts research of evolving technology products pertinent to public and educational television broadcasting and recommends strategic equipment purchases; develops specification for new and replacement equipment; coordinates research concerning new telecommunications technology to identify revenue stream opportunities or technology advancements that will enhance or improve service delivery; coordinates equipment maintenance (with engineering staff) to ensure smooth operations;

- Evaluates and executes revenue-producing projects;
- Trains and evaluates program effectiveness of media use for educational services (i.e., distance education, educational training, etc.) for use by on-air teachers. train and evaluate program effectiveness of production staff who teach District, College of Southern Nevada (CSN) and University of Nevada Las Vegas (UNLV) students working at Vegas PBS learning skills required for proficiency in broadcast production;
- Maintains detailed job cost accounting records for personnel and equipment use to allow appropriate billing and reporting to private donors, contractors, and government funders;
- Works directly with government and business officials seeking production of Public Service Announcements (PSA), emergency response programming, and community awareness topics;
- Monitors evolving technology products to recommend new equipment purchases for future efficiencies;
- Oversees coordination and selection of production staff schedules for work on Educational, Public Television, and for-profit productions; oversees facility use schedules and equipment for all studio events.
- Manages the day-to-day operations of Vegas PBS in the absence of the President and General Manager;
- Manages the preparation of daily station broadcast logs and coordinates broadcast traffic and operation of tape library.

15. Supervises and evaluates the performance of assigned staff.

16. Performs other duties related to the position, as assigned.

Position Expectations

1. Must embrace, actively support, and develop the corporate culture of teamwork, diversity and inclusion, integrity, excellence, and service.
2. Knowledge of Federal Communications Commission (FCC) rules and regulations for broadcast television, Educational Broadband Service, satellite uplink and downlinks, microwave systems, and translators.
3. Extensive knowledge of computer networking including local area network (LAN), wide area network (WAN), and storage area network (SAN) systems.
4. Knowledge of and abilities in application of digital television (DTV) and high-definition television (HDTV) fundamentals including ATS, 8VSB, Moving Picture Experts Group (MPEG), audio, video, radio frequency (RF), and control system flow for broadcast, production, and information technology (IT) integration.

5. Extensive knowledge of IT hardware, software interfaces, and database management.
 6. Knowledge of technical layout and security systems design.
 7. Knowledge of digital file archiving equipment.
 8. Knowledge of digital file transport systems.
 9. Possess strong contract negotiation skills.
 10. Possess political, cultural, and ethnic diversity content awareness.
 11. Knowledge of CCSD support professional collective bargaining agreement (CBA).
 12. Knowledge of production contracts.
 13. Knowledge of copyright agreements and clearances.
 14. Knowledge of CCSD Systems Application and Products (SAP) budgeting software.
 15. Knowledge of television marketing.
 16. Ability to read, interpret, and apply FCC, Public Television Funding Program/National Telecommunications Information Administration (PTFP/NTIA), BLM, Cluster Overlay Broadcast (COB), Public Broadcasting Service (PBS), and District rules and regulations.
 17. Strong ability to communicate effectively verbally and in writing to convey complex ideas on highly technical and innovative topics.
 18. Ability to develop and maintain positive working relations within the department and the District and with external agencies; ability to create consensus and model diplomacy and tact in dealing with others to achieve results.
 19. Strong mathematical skills to develop proposals and budgets as well as to provide in-depth analysis and evaluation of internal and external projects and proposals.
 20. High degree of perception in originating and implementing new concepts, plans, policies, and projects.
-

Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in engineering, electronic engineering, computer science, television production, or a related field or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications

1. Professional certification indicating technical competencies such as Society of Broadcast Engineers (SBE), Certified Broadcast Television Engineer and/or SBE Certified Broadcast Network Technologist (CBNT).
2. A valid driver's license or state-issued identification card.

Experience

1. Satisfactory service in a corresponding or related position or five (5) years of successful supervisory experience related to the position to include project, personnel, management, and financial/budget experience.
2. Minimum of five (5) years' experience in all forms of broadcasting and Internet operations with current knowledge of and experience with HDTV and IT systems.
3. Have previously demonstrated at least two (2) years' experience as an administrator in a related position.
4. Knowledge of and experience with broadcast and information technologies, equipment, networks, operating systems, and interoperability issues.
5. Experience working cooperatively with representatives of the community and excellent public relations skills.

Preferred Qualifications

None specified.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

AA/EOE Statement

Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity we have the power to reflect the community we serve.

Job Revision Information

- Revised: 03/31/23
- Created: 04/05/22