



Executive Director, KVCR TV/FM

Range: 21

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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

SUMMARY DESCRIPTION

Under the general direction of the Executive Vice Chancellor, plans, organizes, coordinates and directs the operations of the San Bernardino Community college District public radio station, KVCR-FM and the public television station, KVCR-TV. The Executive Director provides leadership and guidance participating in the review and execution of the District policies, programs and concerns as they relate to the stations' fundraising efforts, broadcast operations and the community.

As Executive Director of the District radio and television stations, the incumbent functions as the CEO and the administrator of broadcast operations and programs. In this capacity, the incumbent reports to the Executive Vice Chancellor and is charged with the responsibility of planning, organizing and administering the public service radio and television operations and related activities. Related activities include the oversight of fundraising activities and the planning and coordination of Distance Education delivery systems. Delivery systems include broadcast, satellite, microwave, ITFS and other methods of electronically delivering instructional material from one point to another within the District to serve Crafton Hills College, San Bernardino College, Economic Development & Corporate Training (EDCT), and the District Office.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Ensures broadcast media technologies administered under KVCR, including PBS Television, FNX Channel, NPR Radio, and Empire Digital Media, support and complement strategic decisions and the direction of the District to achieve its mission.
2. Plans, organizes, prepares and administers the budget for the functions and activities of the District radio and television stations.
3. Develops, plans and coordinates community service programming and operations of the radio and television stations resulting in high-quality broadcasting services to the Inland Empire.
4. Prepares, submits and administers state and federal grants for both the public radio and public television stations.
5. Prepares, maintains and submits reports, licenses and applications to state and federal agencies including the Federal Communications Commission, Corporation for Public Broadcasting, Public Telecommunications Facilities Program, National Public Radio and the Public Broadcasting Service.
6. Provides leadership in promoting student access through the application of broadcast media services into District and College marketing initiatives. Ensures the integration of broadcast media resources into applicable college instructional programs and settings to promote student success through student internships and employment in media productions, operations, and programming.



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7. Plans, coordinates and consults with appropriate staff to provide instructional delivery systems including broadcast, microwave, satellite, ITFS and other methods of delivery to and from Crafton Hills College, San Bernardino Valley College, The District Office and other Inland Empire locations.
8. Meets, coordinates and consults with administrators, faculty, staff, students and the general public on radio and television programming and related activities and ensures all are provided technical consultation and advice to capitalize on broadcast media technology resources.
9. Participates in and makes recommendations on the hiring, supervision and evaluation of radio and television classified staff.
10. Oversees, develops, enhances and expands development efforts for both stations in all areas of fundraising.
11. Represents the radio and television stations at professional meetings relating to the programming, funding and operations of public broadcasting entities.
12. Develops and maintains an on-going involvement in the community. Initiates partnerships and linkages to business and industry to enhance the acquisition, access, and efficient use of broadcast media technology resources.
13. Anticipates, prevents, and resolves difficult and sensitive inquiries, conflicts and complaints.
14. Performs other related duties as may be required or assigned.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Thorough knowledge of radio and television programming, operations and fundraising
- FCC rules and regulations pertaining to station operations
- Principles and practices of budget preparation and sound fiscal management as it relates to non-profit organizations
- Principles of supervision
- Copyright laws
- New media technologies in Distance Education and advanced digital television broadcasting.

Ability to:

- Demonstrate expertise in the planning, organization and operation the District radio station and television in accordance with FCC rules and regulations and District policies
- Establish and maintain high broadcasting standards
- Supervise programming, production, development, operations and engineering staff



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- Develop and evaluate comprehensive plans and programs to satisfy present and future broadcasting and distance educational needs
- Deal effectively with representatives from public and private agencies and the general public; communicate effectively both orally and in writing.

Education and Experience Guidelines – *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

- Bachelor's Degree in Business Administration, Public Administration, Organizational Development, Education, Communications or a related field

Experience:

- Three years in a senior administrative position.

Desired Education/Experience:

- A Master's Degree

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting; occasionally travel from site to site.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.