



**CITY OF MILWAUKEE**  
 DEPARTMENT OF EMPLOYEE RELATIONS

Makda Fessahaye  
 Department of Employee Relations  
 City of Milwaukee  
 200 E Wells St, Room 706

May 14, 2021

The Honorable  
 Finance and Personnel Committee  
 Common Council  
 City of Milwaukee

*Common Council File No. 201709 – Communication from the Department of Employee Relations relating to classification studies approved at the May 4, 2021 City Service Commission meeting.*

Dear Committee Members:

The following classifications and pay recommendations were approved at the City Service Commission meeting on May 4, 2021.

**Common Council – City Clerk**

Current	Recommended
City Channel Manager PR 1CX (\$51,469 - \$72,063) (One Position)	City Channel Manager PR 1DX (\$54,865 - \$76,806) FN: Recruitment is at \$59,253 and may be at any point in the range with DER approval. (One Position)
Television Production Specialist II PR 3EN (\$37,126 - \$45,391) (Three Positions)	City Channel Production Specialist PR 3MN (\$48,173 - \$61,023) FN: Recruitment is at \$52,951 and may be at any point in the range with DER approval. (Three Positions)
Television Production Specialist I PR 3BN (\$33,102 - \$39,970) (Underfill Title)	

Note: Residents receive a rate that is 3% higher.

Respectfully Submitted,

Employee Relations Director

Attachments: Job Evaluation Reports  
 Fiscal Impact Statement

**Job Evaluation Report**

City Service Commission Meeting: May 4, 2021

**Common Council – City Clerk**

Current	Recommended
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Note: Residents receive a rate that is 3% higher.

The Department of Employee Relations (DER) has received a request from Jim Owczarski, City Clerk, to study the positions within the Common Council City Clerk’s Channel 25 section. New job descriptions and job analysis questionnaires were provided.

City Channel Manager

The City Channel Manager supervises the programming and production for the City of Milwaukee cable television channel and other video programs related to city business. Duties and responsibilities include:

- 20% Hires, supervises, and evaluates the production staff on a day-to-day basis to ensure proper staffing levels for all productions and telecasts on the cable television channel and other related video productions.
- 15% Develops, reviews, and approves program plans and outlines in light of programming objectives and determines appropriateness based on policy guidelines, procedures, and technical requirements.
- 10% Reviews and approves production budgets, scripts, program content, and other aspects of production to ensure that all aspects meet budgetary and policy guidelines.
- 10% Prepare studio budget, evaluates maintenance needs, writes specifications for equipment supplies and service requisitions and other related management duties.
- 10% Prepares program schedules and staffing schedules on an ongoing basis.
- 8% In conjunction with the Publications and Information Manager, develops production policies and procedures for use in programming produced for cable television and other related video productions.
- 7% Performs other duties as assigned.
- 5% Provide audio/visual support to Council members and City Clerk staff.
- 5% Evaluate and maintain computer equipment used in video production and department business.
- 5% Prepare computer graphics and other media for channel use.
- 5% Ensure the webcasting system and other outlets for the City Channel are functioning properly.

Minimum requirements include a bachelor’s degree from an accredited college or university with coursework emphasis in communications, journalism, or a related field; three years’ experience in television production, some of which must have involved overall responsibilities for results. An equivalent combination of education and experience may also be considered.

### City Channel Production Specialist

The City Channel Production Specialist is responsible for providing timely and accurate public information of city government functions and all Common Council meetings through the use of television broadcast and video streaming services. Duties and responsibilities include:

- 50% Studio and remote camera operation, remote lighting, master control operations, floor direction, teleprompter operation, live technical direction and camera operation for city government meeting broadcasts, multi-camera remote setups, technical multi-media setups and remote production; studio supervision, studio lighting and set design for live local broadcasts and productions involving city government, Common Council meetings and press conferences; PSA's and interviews with city elected officials; producer, coordinator, video editor, and videographer for Common Council represented PSA's, district promotions, press conferences, Mayoral sponsored events, and specialized commercial broadcasts; post production video editing for local PSA's, station ID's, television bumpers, multi-media presentations, and in house video documentation utilizing Adobe Premier, After FX and Sony Vegas editing systems.
- 20% Act as support staff for all departments servicing technical requests including: the creation of MP3 audio files; rendering video files; re-encoding and re-uploading of corrupt video and data files to Granicus; service on site cable TV issues; trim/ link various meetings to Legistar software; DPW assistance for equipment placement for special events; GTM/GTW video conferencing and implementation for committee rooms; upload and post municipal records videos to YouTube; provide timely links to media outlets and constituents; and provide training and customized guides of new technology/ software to various departments, government officials, staff assistants, department heads, and other city employees.
- 15% Maintain service and troubleshoot technical issues including: Leightronix recording and playback processes, encoding of video signals, master control Panacea router and switcher signal flow, ADA required closed captioning systems and signal synchronization for high definition audio and video quality.
- 10% Adapt, implement, and create custom logistics for special events which include: reoccurring aldermanic events, ceremonial gatherings
- 5% Coordinate meeting access codes with various departments and schedule/arrange room availability for guest overflow broadcast feeds for multiple meetings.

Minimum requirements include an associate's degree in communications, television, video production or a related field; and at least three years of professional experience in the operation of television production equipment.

### **Analysis and Recommendation**

City Clerk Jim Owczarski has requested a review of the classification of City Channel Manager and the Television Production Specialists. With the leadership of the current City Channel incumbent, the City Channel has become a significant resource used by the city to communicate to the public. Changes to the positions include:

Increases to the required knowledge and accountability for all City Channel operations. The Production Specialists must be thoroughly versed in all current and future technology involving all live and virtual platforms. This includes the ability to make timely decisions involving technical issues that may arise before, during or after a live, recorded/ streamed/ virtual broadcast to ensure industry standard signals are disseminated to the appropriate Live Stream 1, Live Stream 2, Granicus Encoder, "B" Cable, ADA Closed Captioning and Spectrum Channel 25 destinations.

Increased technical support for all city departments. With the implementation of new technology, software, hardware and multiple, virtual meeting environments have come a host of new challenges for many departments. Beyond the daily workload and meeting/event schedules, training and technical support is now an essential duty for the Production Specialist.

Flexibility in schedule changes including: Day/ Night, Weekly and Weekend Availability. Due to an ever increasing workload beyond the broadcast of all Common Council Meetings, the Production Specialist now coordinates with the City Channel Manager to adjust regular working hours to meet the needs of government officials, committees, commissions and boards under the City Channel broadcast purview.

The greatly increased workload and technological implementation of all City Channel services, skills, and support has dramatically changed the landscape of these positions in terms of flexibility, accountability, and responsibility. This has included engineering adaptations, technical fixes, closed captioning implementation, and virtual meeting configuration. The staff has met and accomplished these changes without the aid of an engineer on staff. In addition, staff have taken on original programming initiatives, a drastic increase in public meeting broadcasts, live streaming and archiving. These changes have been accomplished while still being responsive to the individual production requests and training needs of elected officials, various city departments, local media and most importantly, the public. The City Channel has a fulltime staff of four. Many meetings either run long or are scheduled in the evenings. The additional time requirements have been taken on by the City Channel Manager.

It is clear that the knowledge, skill, and understanding of city processes held by the City Channel staff has been a major reason that city government has been able to function as it has since the COVID pandemic.

In comparing these positions to others in city government, the required technical knowledge is comparable in level to positions within the Police Department Radio Shop. These positions include the following:

Electronic Technician Supervisor (PR 1DX) and Electronic Technician (PR 3MN)

Electronic Technicians in the Police Department repair, install, and maintain all mobile radio communications equipment used by the Police Department and other city departments as well as fixed-site radio communication equipment. As with virtually all jobs of this nature that work with communications equipment, the technology used by Electronic Technicians now includes such equipment as base stations, voting receiver systems, IP dispatch consoles, power distribution system, T1 shelves, fiber optics, Ethernet wireless bridges, point-to-point microwave systems, and channel banks.

This report also considers the cost of labor for Video Editors and Master Control Operators in southeastern Wisconsin. This market data is from ERI, a salary survey to which DER subscribes.

Video Editor

Area Name	10 <sup>th</sup> %	25 <sup>th</sup> %	Mean	75 <sup>th</sup> %	90 <sup>th</sup> %
Kenosha	50,397	54,823	60,781	66,462	72,269
Madison	48,057	51,960	57,202	62,213	67,369
Milwaukee	48,858	53,147	58,962	64,535	70,251
Racine	47,999	52,112	57,652	62,952	68,397
Waukesha	49,003	53,330	59,194	64,810	70,567
West Allis	49,077	53,406	59,275	64,895	70,655
Average	48,899	53,130	58,844	64,311	69,918

*ERI defines Video Editor as a position that checks and edits online video footage, after offline editing is complete, working for television production houses, post production studios, or corporate organizations. Talks with the Director, Producer, and/or client; and gains an understanding of the desired results of the video.*

Master Control Operator

Area Name	10 <sup>th</sup> %	25 <sup>th</sup> %	Mean	75 <sup>th</sup> %	90 <sup>th</sup> %
Kenosha	43,285	47,308	52,808	58,168	63,665
Madison	43,215	47,236	52,733	58,090	63,583
Milwaukee	42,403	46,288	51,518	56,578	61,761
Racine	43,119	47,102	52,550	57,862	63,312
Waukesha	42,671	46,386	51,350	56,138	61,039
West Allis	44,413	48,579	54,207	59,648	65,204
Average	43,184	47,150	52,528	57,748	63,094

*ERI defines Master Control Operator as a position that prepares, operates, controls, and monitors television broadcasting equipment to transmit television programs and station breaks to viewing audience. Reads television programming log to ascertain name of program or station break, and at what time program or station break is scheduled to air.*

Based upon the comparability in technical expertise to the Electronic Technician positions in the Police Department, as well as the market rates of pay for Video Editor and Master Control Operator, this report recommends reclassifying the two Channel 25 titles.

This report therefore recommends reallocating the City Channel Manager to Pay Range 1DX (\$54,865 - \$76,806) with a minimum recruitment rate of \$59,253. Further this report recommends reclassifying the three Television Production Specialist positions to City Channel Production Specialist in Pay Range 3MN (\$48,173 - \$61,023) with a minimum recruitment rate of \$52,951. Recruitment flexibility at any point in the range is recommended for both positions with DER approval.

**Action Required – Effective Pay Period 21, 2020 (October 3, 2020)**

In Salary Ordinance

Under Pay Range 1CX

Delete title of 'City Channel Manager'.

Under Pay Range 1DX

Add title of 'City Channel Manager' - create and add footnotes (7) and (14) to title:

(7) Recruitment is at following rate with recruitment at any point in the range with DER approval:

Biweekly	2,278.96
Annual	59,252.96

(14) Recruitment is at following rate with recruitment at any point in the range with DER approval:

Biweekly	2,347.33
Annual	61,030.58

Under Pay Range 3EN

Delete title of 'Television Production Specialist II'

Under Pay Range 3BN

Delete title of 'Television Production Specialist I'.

Under Pay Range 3MN

Add the title of 'City Channel Production Specialist' - create and add footnotes (5) and (10) to title:

(5) Recruitment is at following rate with recruitment at any point in the range with DER approval:

Biweekly	2,036.59
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Annual	52,951.34
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(10) Recruitment is at following rate with recruitment at any point in the range with DER approval:

Biweekly	2,097.69
Annual	54,539.94

In Positions Ordinance

Common Council – City Clerk, Television Services Section  
Delete (3) positions of 'Television Production Specialist II'  
Add (3) positions of 'City Channel Production Specialist'

Prepared By: Andrea Knickerbocker  
Andrea Knickerbocker, Employee Relations Manager



Approved By: \_\_\_\_\_  
Makda Fessahaye, Employee Relations Director



# City of Milwaukee Fiscal Impact Statement

<b>A</b>	<b>Date</b> <u>5/14/2021</u> <b>File Number</b> <u>201709</u> <input checked="" type="checkbox"/> <b>Original</b> <input type="checkbox"/> <b>Substitute</b>
	<b>Subject</b> <u>Communication from the Department of Employee Relations relating to classification studies approved at the May 4, 2021 City Service meeting.</u>

<b>B</b>	<b>Submitted By (Name/Title/Dept./Ext.)</b> <u>Sarah Trotter / Human Resources Representative / Employee Relations / x2398</u>
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<b>C</b>	<b>This File</b>	<input checked="" type="checkbox"/> <b>Increases or decreases previously authorized expenditures.</b>
		<input type="checkbox"/> <b>Suspends expenditure authority.</b>
		<input type="checkbox"/> <b>Increases or decreases city services.</b>
		<input type="checkbox"/> <b>Authorizes a department to administer a program affecting the city's fiscal liability.</b>
		<input type="checkbox"/> <b>Increases or decreases revenue.</b>
		<input checked="" type="checkbox"/> <b>Requests an amendment to the salary or positions ordinance.</b>
		<input type="checkbox"/> <b>Authorizes borrowing and related debt service.</b>
		<input type="checkbox"/> <b>Authorizes contingent borrowing (authority only).</b>
	<input type="checkbox"/> <b>Authorizes the expenditure of funds not authorized in adopted City Budget.</b>	

<b>D</b>	<b>Charge To</b>	<input checked="" type="checkbox"/> <b>Department Account</b>	<input type="checkbox"/> <b>Contingent Fund</b>
		<input type="checkbox"/> <b>Capital Projects Fund</b>	<input type="checkbox"/> <b>Special Purpose Accounts</b>
		<input type="checkbox"/> <b>Debt Service</b>	<input type="checkbox"/> <b>Grant &amp; Aid Accounts</b>
		<input type="checkbox"/> <b>Other (Specify)</b> _____	

Purpose	Specify Type/Use	Expenditure	Revenue
Salaries/Wages		\$0.00	\$0.00
		\$0.00	\$0.00
Supplies/Materials		\$0.00	\$0.00
		\$0.00	\$0.00
Equipment		\$0.00	\$0.00
		\$0.00	\$0.00
Services		\$0.00	\$0.00
		\$0.00	\$0.00
Other		\$0.00	\$0.00
		\$0.00	\$0.00
<b>TOTALS</b>		<b>\$ 0.00</b>	<b>\$ 0.00</b>

**F**

Assumptions used in arriving at fiscal estimate. Please see attached spreadsheet.

**G**

For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.

1-3 Years       3-5 Years

1-3 Years       3-5 Years

1-3 Years       3-5 Years

**H**

List any costs not included in Sections D and E above. \_\_\_\_\_

**I**

Additional information. \_\_\_\_\_

**J**

This Note     Was requested by committee chair.



**Department of Employee Relations  
Fiscal Note Spreadsheet**

City Service Commission Meeting of May 4, 2021  
Finance and Personnel Committee Meeting of May 19, 2021

**NEW COSTS FOR 2020**

No. Pos.	Dept	From	PR	To	PR	Present Annual	New Annual	New Costs	Rollup	Total Rollup+ Sal
1	Common Council/City Clerk	City Channel Manager	1CX	City Channel Manager	1DX	\$53,013	\$59,253	\$1,440	\$202	\$1,642
1	Common Council/City Clerk	Television Production Spec II	3EN	Television Production Spec II	3MN	\$48,576	\$52,951	\$1,010	\$176	\$1,186
1	Common Council/City Clerk	Television Production Spec II	3EN	Television Production Spec II	3MN	\$46,752	\$52,951	\$1,431	\$250	\$1,680
1	Common Council/City Clerk	Television Production Spec II	3EN	Television Production Spec II	3MN	\$46,036	\$52,951	\$1,596	\$278	\$1,874
4								\$5,476	\$906	\$6,382

Assume effective date is Pay Period 21, 2020 (October 3, 2020).

**NEW COSTS FOR FULL YEAR (2021)**

No. Pos.	Dept	From	PR	To	PR	Present Annual	New Annual	New Costs	Rollup	Total Rollup+ Sal
1	Common Council/City Clerk	City Channel Manager	1GX	City Channel Manager	1IX	\$53,013	\$59,253	\$6,240	\$874	\$7,114
1	Common Council/City Clerk	Television Production Spec II	3EN	Television Production Spec II	3MN	\$48,576	\$52,951	\$4,375	\$763	\$5,138
1	Common Council/City Clerk	Television Production Spec II	3EN	Television Production Spec II	3MN	\$46,752	\$52,951	\$6,199	\$1,082	\$7,281
1	Common Council/City Clerk	Television Production Spec II	3EN	Television Production Spec II	3MN	\$46,036	\$52,951	\$6,915	\$1,207	\$8,122
4								\$23,729	\$3,925	\$27,654

Note: Totals may not be to the exact dollar due to rounding.