



Department of Employee Relations

Tom Barrett
Mayor

Maria Monteagudo
Director

Michael Brady
Employee Benefits Director

Deborah Ford
Labor Negotiator

April 26, 2017

To the Honorable
The Committee on Finance and Personnel
Common Council
City of Milwaukee

Dear Committee Members:

Re: Common Council File Number **161732**

The following classification and pay recommendation was approved by the Fire and Police Commission on **April 20, 2017**.

In the Police Department, one position of Police Audiovisual Specialist in Pay Range 4K-813 was recommended for reclassification to Media Producer in Pay Range 2EN.

The job evaluation report covering the above position, including the necessary Salary and Positions Ordinance amendments, is attached.

Sincerely,

Maria Monteagudo
Employee Relations Director

MM:fcw

Attachments: Job Evaluation Report
Fiscal Note

C: Mark Nicolini, Dennis Yaccarino, John Ledvina, Nicole Fleck, Chief of Police Edward Flynn, Assistant Chief James Harpole, Assistant Chief Carianne Yerkes, Inspector of Police Terrence Gordon, Police Sergeant Timothy Gauerke, Arvis Williams, Pamela Roberts, Bryan Rynders, and Dan Rotar



JOB EVALUATION REPORT

Fire and Police Commission Meeting Date: April 20, 2017

POLICE DEPARTMENT

Current	Request	Recommendation
Police Audiovisual Specialist PR 4K-813 (\$81,122 - \$98,108)	Media Producer PR 2EN (\$50,053 - \$64,339)	Media Producer PR 2EN (\$50,053 - \$64,339)

Action Required

In the Salary Ordinance, under Pay Range 4K-813, delete "813"; delete the title "Police Audiovisual Specialist", and official rates including footnotes in their entirety.

In the Positions Ordinance, Police Department, Office of the Chief, Public Relations, Audio Visual Section, delete one position of "Police Audiovisual Specialist" and add one position of "Media Producer".

Background

The Milwaukee Police Department (MPD) has requested that one vacant position of Police Audiovisual Specialist in Pay Range 4K-813 (\$81,122 - \$98,108) be reclassified to Media Producer in Pay Range 2EN (\$50,053 - \$64,339). A new job description was provided and discussions were held with the supervisor, Police Sergeant Timothy Gauerke, and with Pamela Roberts, Human Resources Specialist.

Duties and Responsibilities

The basic function of this position is to provide internal and external Department outreach through a variety of technology based platforms including websites, social media, live presentations, photographs and video recordings. The duties and responsibilities include the following:

- 30% Media/Public Affairs – provide Department outreach through various web and social media platforms; provide support for press conferences and other media events; and photograph and document media coverage.
- 10% Pre-Production - perform a production needs evaluation; conduct planning meetings; perform scheduling, script writing, storyboarding, outlining, music selection, copyright clearances, and support material research; schedule cast and crew; obtain actor releases; acquire materials and supplies; perform set design and lighting design; and secure equipment.
- 20% Production – direct video productions including blocking (where action happens), lighting, and sound; operate video camera; and incorporate external media including photographs, slides and other collateral and hard copy.
- 20% Post Production – work with Digital Non-Linear Editing which requires the ingesting of raw video into the computer, editing and trimming selections, signal processing and enhancing, audio mixing, title creation, photo retouching, graphic creation, and sound enhancing and mixing; CD/DVD mastering and authoring; and web posting and network distribution.

- 5% Training – provide training on proper equipment operations; and information and suggestions on operational capabilities.
- 5% Office Bookkeeping – perform report writing on projects, grant writing, day-to-day operational bookkeeping, and budget management; and order equipment and parts to maintain Section equipment plus other departmental audiovisual equipment.
- 5% Research – research or attend training or sales seminars on new technology, upgrades, and repair techniques; and perform other duties as requested.
- 5% Meetings – attend Department operations meetings to stay current of Department activities and look for ways to use technology to assist the Department.

Requirements for this position include a Bachelor's Degree in Communications, Media Relations, Advertising, Journalism or related field or an Associate's Degree in Electronics, Visual Arts, Video/Television/Film Production or related field; and four years of experience in professional video production, working with an advertising agency or television/print news outlet. Equivalent combinations of education and experience may be considered.

Analysis

The Police Department currently has two positions of Media Producer. The Department wishes to have the vacant position of Police Audiovisual Specialist in Pay Range 4K-813 (\$81,122 - \$98,108) be reclassified to Media Producer in Pay Range 2EN (\$50,053 - \$64,339) so there will be a total of three positions at this level. All three positions will report to the Sergeant assigned to the Public Relations Section of the Office of the Chief.

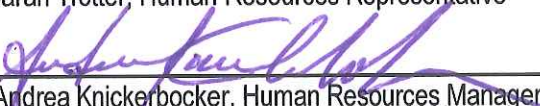
The duties and responsibilities of the position of Police Audiovisual Specialist had included responsibility for audiovisual productions and coordinating the activities to produce them; overseeing work related to photography, graphic arts, and equipment repair and maintenance; implementing informative and training concepts into multimedia productions; and assisting with budget forecasting and special projects. Many of these functions overlap the duties and responsibilities listed above and will be absorbed by the position under study and the two current "Media Producer" positions.

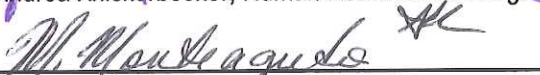
As this position will have similar duties and responsibilities to the two current positions of Media Producer it is recommended that this position be reclassified to Media Producer in Pay Range 2EN (\$50,053 - \$64,339).

Recommendation

We therefore recommend this vacant position of Police Audiovisual Specialist in Pay Range 4K-813 (\$81,122 - \$98,108) be reclassified to Media Producer in Pay Range 2EN (\$50,053 - \$64,339).

Prepared by: 
Sarah Trotter, Human Resources Representative

Reviewed by: 
Andrea Knickerbocker, Human Resources Manager

Reviewed by: 
Maria Monteagudo, Employee Relations Director



City of Milwaukee Fiscal Impact Statement

A

Date 4/26/17 **File Number** 161732

Subject Classification and pay recommendations approved by the Fire and Police Commission on April 20, 2017.

B

Submitted By (Name/Title/Dept./Ext.) Sarah Trotter, Human Resources Representative
Dept. of Employee Relations/X2398.

C

This File

- Increases or decreases previously authorized expenditures.
- Suspends expenditure authority.
- Increases or decreases city services.
- Authorizes a department to administer a program affecting the city's fiscal liability.
- Increases or decreases revenue.
- Requests an amendment to the salary or positions ordinance.
- Authorizes borrowing and related debt service.
- Authorizes contingent borrowing (authority only).
- Authorizes the expenditure of funds not authorized in adopted City Budget.

D

This Note Was requested by committee chair.

E

Charge To

- Department Account
- Capital Projects Fund
- Debt Service
- Other (Specify) _____
- Contingent Fund
- Special Purpose Accounts
- Grant & Aid Accounts

F

Assumptions used in arriving at fiscal estimate.

G			
Purpose	Specify Type/Use	Expenditure	Revenue
Salaries/Wages	Classification and Pay recommendations.	See the attached spreadsheet.	
Supplies/Materials			
Equipment			
Services			
Other			
TOTALS			

H	
<p>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.</p>	
<input type="checkbox"/> 1-3 Years <input type="checkbox"/> 3-5 Years	_____
<input type="checkbox"/> 1-3 Years <input type="checkbox"/> 3-5 Years	_____
<input type="checkbox"/> 1-3 Years <input type="checkbox"/> 3-5 Years	_____

I
<p>List any costs not included in Sections E and F above.</p> <hr/>

J
<p>Additional information.</p> <hr/>

Department of Employee Relations
 Fiscal Note Spreadsheet

Finance and Personnel Committee Meeting of May 3, 2017
 Fire and Police Commission Meeting of April 20, 2017

NEW SAVINGS FOR 2017										
No.	Dept	From	PR	To	PR	Present Annual	New Annual	New Cost	Rollup	Total Rollup+ Sal
1	Police	Police Audiovisual Specialist	4K-813	Media Producer	2EN	\$81,122	\$50,053	\$17,924	\$3,666	\$21,590
1								\$17,924	\$3,666	\$21,590

Assume effective date is Pay Period 12, 2017 (June 4, 2017)

SAVINGS FOR FULL YEAR										
No.	Dept	From	PR	To	PR	Present Annual	New Annual	New Cost	Rollup	Total Rollup+ Sal
1	Police	Police Audiovisual Specialist	4K-813	Media Producer	2EN	\$81,122	\$50,053	\$31,069	\$6,354	\$37,423
1								\$31,069	\$6,354	\$37,423

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