



Department of Employee Relations

Cavalier Johnson
Mayor

Harper Donahue, IV
Director

Renee Joos
Employee Benefits Director

Nicole M. Fleck
Labor Negotiator

Job Evaluation Report

City Service Commission Meeting: November 14, 2023

Common Council – City Clerk

Current	Recommended
City Channel Manager PR: 1DX (\$57,081 - \$79,909) FN: Recruitment is at \$61,647 (One Position)	City Channel Manager PR: FN: Recruitment is at \$85,038 (One Position)
City Channel Production Specialist PR: 3MN (\$50,119 - \$63,489) FN: Recruitment is at \$55,091 (Three Positions)	City Channel Production Specialist 3 PR: 3UN (\$75,690 - \$87,801) (Three Positions)
	City Channel Production Specialist 2 PR: 3TN (\$71,993 - \$83,512) (Underfill Title)
	City Channel Production Specialist 1 PR: 3SN (\$64,567 - \$83,101) FN: Recruitment is at \$68,565 (Underfill Title)

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

Background

The Department of Employee Relations (DER) has received a request from Dana Zelazny, Deputy City Clerk, to study the market rates of pay for the positions within the Common Council City Clerk's Channel 25 section. This request was submitted so as to ensure these positions are in line with those that were included with the Service Maintenance and Skilled Craft reports submitted and approved earlier this year. New job descriptions were provided and discussions were held with Dana Zelazny, Deputy City Clerk, and Paul Karczewski, City Channel Manager.

Duties & Responsibilities

Current	City Channel Manager	PR: 1DX (\$57,081 - \$79,909) FN: Recruitment is at \$61,647	One Position
Recommended	City Channel Manager	PR: FN: Recruitment is at \$85,038	One Position

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:

- 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.
- Develops, reviews, and approves program plans and outlines in light of programming objectives and determines appropriateness based on policy guidelines, procedures, and technical requirements.
- Reviews and approves production budgets, scripts, program content and other aspects of production to ensure that all aspects meet budgetary and policy guidelines.
- Prepares studio budget, evaluates maintenance needs, writes specifications for equipment supplies and service requisitions and other related management duties.
- Prepares program schedules and staffing schedules on an ongoing basis.
- 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.
- Performs other duties as assigned.

Minimum qualifications include a bachelor's degree in communications, journalism or a related field from an accredited college or university. Three years of 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 3 – Three Positions

<p><u>Series Duties and Responsibilities</u></p> <ul style="list-style-type: none"> • 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 multimedia setups and remote audio production. • Studio supervision, studio lighting and set design for live local broadcasts and productions involving city government and Common Council meetings and press conferences. • Interviews and PSAs with city elected officials. Producer, coordinator, video editor, and videographer for Common Council represented PSAs, district promotions, press conferences, Mayoral sponsored events and specialized commercial broadcasts. Schedule /arrange room availability for guest overflow broadcast feeds for multiple meetings. • Post production video editing for local PSAs, station ID's, television bumpers, multimedia presentations, and in-house video documentation utilizing Adobe Premier, Sony Vegas editing systems and the Adobe Creative Suite. • 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 and service on site cable TV issues. Provide training of new technology/software to various departments, government officials, staff assistants, department heads and other city employees. Assist Department of Public Works in equipment placement for special events and upload municipal record videos to YouTube while providing timely links to media outlets and constituents. Adapt, implement, and create custom logistics for special events, which include: Recurring aldermanic events, ceremonial gatherings, annual official informational sessions, and civic functions.
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- 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. Equipment maintenance in multiple boardrooms, Common Council chambers, meeting breakout rooms and the City Channel studios.

Experience/Education Minimum Requirements

- Associates degree in communications, television or video production, or a closely related field.
- Five years of professional experience in the operation of television production equipment.

Title Specific Core Competencies

- Able to assemble, operate and maintain all equipment involved in the Livestream 1 and Livestream 2 hybrid broadcasts of meetings located on the 3rd floor of City Hall. This includes all camera equipment; GoToMeeting, GoToWebinar, Zoom, Microsoft Teams software, audio equipment, additional video or presentation equipment and all current in-place room systems.
- Able to manage operation of Master Control area. This includes recording and scheduling the playback of meetings and other programming events as well as verifying signal synchronization for high definition audio and video quality.
- Able to assist with live and pre-recorded production in the City Channel Studios located at 809 N. Broadway. This includes studio lighting, teleprompter operation, studio camera operation and floor direction.
- Able to provide live technical direction for all Livestream 1 hybrid-meeting broadcasts. Videography for Common Council represented PSAs, district promotions, press conferences, Mayoral sponsored events, and specialized commercial broadcasts. Postproduction video editing for local PSAs, station IDs, television bumpers, multimedia presentations and specialized video requests for city-sanction events.
- Able to act as support staff for all departments in servicing technical requests and on-site cable TV issues. Provide the Department of Public Works with assistance in equipment placement for special events. Creation of MP3 audio files, re-encoding/re-uploading of corrupt video and data files to specified destinations, posting of municipal records videos to YouTube and providing timely links to staff and Common Council members. Arrange room setups for guest overflow broadcast feeds for multiple meetings.
- Multi camera remote setups, technical multimedia setups and remote audio production. Studio supervision, producer, director, coordinator, video editor, and set design for productions involving city elected officials. Maintain broadcast service and troubleshoot technical issues with the City Channel Manager.

City Channel Production Specialist 2 – Underfill Title

Series Duties and Responsibilities

- 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 multimedia setups and remote audio production.
- Studio supervision, studio lighting and set design for live local broadcasts and productions involving city government and Common Council meetings and press conferences.

- Interviews and PSAs with city elected officials. Producer, coordinator, video editor, and videographer for Common Council represented PSAs, district promotions, press conferences, Mayoral sponsored events and specialized commercial broadcasts. Schedule /arrange room availability for guest overflow broadcast feeds for multiple meetings.
- Post production video editing for local PSAs, station ID's, television bumpers, multimedia presentations, and in-house video documentation utilizing Adobe Premier, Sony Vegas editing systems and the Adobe Creative Suite.
- 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 and service on site cable TV issues. Provide training of new technology/software to various departments, government officials, staff assistants, department heads and other city employees. Assist Department of Public Works in equipment placement for special events and upload municipal record videos to YouTube while providing timely links to media outlets and constituents. Adapt, implement, and create custom logistics for special events, which include: Recurring aldermanic events, ceremonial gatherings, annual official informational sessions, and civic functions.
- 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. Equipment maintenance in multiple boardrooms, Common Council chambers, meeting breakout rooms and the City Channel studios.

Experience/Education Minimum Requirements

- Associates degree in communications, television or video production, or a closely related field.
- Four years of professional experience in the operation of television production equipment.

Title Specific Core Competencies

- Able to assemble, operate and maintain all equipment involved in the Livestream 1 and Livestream 2 hybrid broadcasts of meetings located on the 3rd floor of City Hall. This includes all camera equipment; GoToMeeting, GoToWebinar, Zoom, Microsoft Teams software, audio equipment, additional video or presentation equipment and all current in-place room systems.
- Able to manage operation of Master Control area. This includes recording and scheduling the playback of meetings and other programming events as well as verifying signal synchronization for high definition audio and video quality.
- Able to assist with live and pre-recorded production in the City Channel Studios located at 809 N. Broadway. This includes studio lighting, teleprompter operation, studio camera operation and floor direction.
- Able to provide live technical direction for all Livestream 1 hybrid-meeting broadcasts. Videography for Common Council represented PSAs, district promotions, press conferences, Mayoral sponsored events, and specialized commercial broadcasts. Postproduction video editing for local PSAs, station IDs, television bumpers, multimedia presentations and specialized video requests for city-sanction events.
- Able to act as support staff for all departments in servicing technical requests and on-site cable TV issues. Provide the Department of Public Works with assistance in equipment placement for special events. Creation of MP3 audio files, re-encoding/re-uploading of corrupt video and data files to specified destinations, posting of municipal records videos to YouTube and providing

timely links to staff and Common Council members. Arrange room setups for guest overflow broadcast feeds for multiple meetings.

City Channel Production Specialist 1 – Underfill Title

Series Duties and Responsibilities

- 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 multimedia setups and remote audio production.
- Studio supervision, studio lighting and set design for live local broadcasts and productions involving city government and Common Council meetings and press conferences.
- Interviews and PSAs with city elected officials. Producer, coordinator, video editor, and videographer for Common Council represented PSAs, district promotions, press conferences, Mayoral sponsored events and specialized commercial broadcasts. Schedule /arrange room availability for guest overflow broadcast feeds for multiple meetings.
- Post production video editing for local PSAs, station ID's, television bumpers, multimedia presentations, and in-house video documentation utilizing Adobe Premier, Sony Vegas editing systems and the Adobe Creative Suite.
- 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 and service on site cable TV issues. Provide training of new technology/software to various departments, government officials, staff assistants, department heads and other city employees. Assist Department of Public Works in equipment placement for special events and upload municipal record videos to YouTube while providing timely links to media outlets and constituents. Adapt, implement, and create custom logistics for special events, which include: Recurring aldermanic events, ceremonial gatherings, annual official informational sessions, and civic functions.
- 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. Equipment maintenance in multiple boardrooms, Common Council chambers, meeting breakout rooms and the City Channel studios.

Experience/Education Minimum Requirements

- Associates degree in communications, television or video production, or a closely related field.
- Three years of professional experience in the operation of television production equipment.

Title Specific Core Competencies

- Able to assemble, operate and maintain all equipment involved in the Livestream 1 and Livestream 2 hybrid broadcasts of meetings located on the 3rd floor of City Hall. This includes all camera equipment; GoToMeeting, GoToWebinar, Zoom, Microsoft Teams software, audio equipment, additional video or presentation equipment and all current in-place room systems.
- Able to manage operation of Master Control area. This includes recording and scheduling the playback of meetings and other programming events as well as verifying signal synchronization for high definition audio and video quality.

- Able to assist with live and pre-recorded production in the City Channel Studios located at 809 N. Broadway. This includes studio lighting, teleprompter operation, studio camera operation and floor direction.

The City Channel 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.

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 City Channel Production Specialist.

Due to an ever-increasing workload beyond the broadcast of all Common Council Meetings, the City Channel 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.

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 had been able to function as it did during the COVID pandemic and has been able to seamless transition back to various types of meetings including, in person, hybrid, and virtual.

In comparing these positions to others in city government, the required technical knowledge is comparable in level to positions within the Police Department such as the Electronic Technician and Video Electronic Technician.

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.

The Video Electronic Technician in the Police Department is responsible for maintaining and coordinating the installation, repair, maintenance, and recovery of a variety of video collection platforms and other specialized equipment used by the Milwaukee Police Department for video investigative purposes, production, training, and equipment placement needs.

This report also considers the cost of labor for a hybrid job functions that can be found in a Production Technician - TV and Broadcast Engineer:

Area Name	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
West Allis, Wisconsin	\$56,428	\$61,430	\$68,125	\$74,628	\$81,251
Kenosha, Wisconsin	\$59,751	\$65,016	\$71,986	\$78,667	\$85,397
Madison, Wisconsin	\$56,185	\$60,865	\$67,106	\$73,164	\$79,337
Milwaukee, Wisconsin	\$56,191	\$61,182	\$67,862	\$74,350	\$80,955
Racine, Wisconsin	\$56,764	\$61,718	\$68,335	\$74,760	\$81,310
Waukesha, Wisconsin	\$56,429	\$61,436	\$68,139	\$74,649	\$81,278

ERI defines Production Technician – TV as a position that assists with preproduction planning of recording and transmitting broadcasts. Helps with postproduction duties such as editing and dubbing. Prearranges and controls television production equipment, such as cameras, lights, microphones, and microphone booms, and recording equipment, in studio and at locations outside of studio, to record or transmit broadcasts.

ERI defines Broadcast Engineer as a position that operates and troubleshoots broadcast equipment. Performs repairs and maintenance on equipment to ensure production goes smoothly.

For the City Channel Manager, comparisons were drawn to the Electronic Technician Supervisor in the Milwaukee Police Department:

Classification	Function
Title: Electronic Technician Supervisor Pay Range: 1HX (\$73,688 - \$103,160) Recruit Rate: \$85,038 Department: MPD	Provides direct supervision of Electronic Technicians and other personnel assigned to the Communications Maintenance Section and to provide supervision over the general operations and personnel to ensure the proper assignment and scheduling of work projects for the efficient maintenance of electronic and radio equipment of MPD and other city departments serviced by MPD.

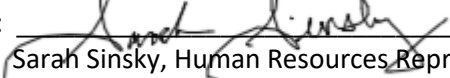
Based upon the comparability in technical expertise to the Electronic Technician Supervisor, Electronic Technician and Video Electronic Technician positions in the Police Department, as well as the hybrid market rates of pay for Production Technician TV and Broadcast Engineer, this report recommends the following:

Current	Recommended
City Channel Manager PR: 1DX (\$57,081 - \$79,909) FN: Recruitment is at \$61,647 (One Position)	City Channel Manager PR: FN: Recruitment is at \$85,038 (One Position)
City Channel Production Specialist PR: 3MN (\$50,119 - \$63,489) FN: Recruitment is at \$55,091	City Channel Production Specialist 3 PR: 3UN (\$75,690 - \$87,801) (Three Positions)

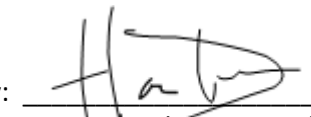
(Three Positions)	City Channel Production Specialist 2 PR: 3TN (\$71,993 - \$83,512) (Underfill Title)
	City Channel Production Specialist 1 PR: 3SN (\$64,567 - \$83,101) FN: Recruitment is at \$68,565 (Underfill Title)

Action Required – Effective Pay Period 25, 2023 (November 26, 2023)

* Please see submitted addendum to CCFN for Salary and Position Ordinance changes.

Prepared by: 
Sarah Sinsky, Human Resources Representative

Reviewed by: 
Andrea Knickerbocker, Human Resources Manager

Reviewed by: 
Harper Donahue IV, Employee Relations Director