

Specification for Class of

ELECTRONIC MEDIA SPECIALIST

Abolished Effective July 1, 2007

Definition: Within the Washington State Patrol, serves as the agency expert and advisor to departmental personnel in planning maximum utilization of visual media. Produces and directs professional quality informational and training video programs for use by the State Patrol and other criminal justice agencies. Plans, organizes, budgets and administers procedures and programs for application of existing and new audiovisual technology on a department-wide basis for training purposes and educational public service announcements for cable and broadcast markets.

Typical Work

Plans, organizes, coordinates, budgets, and administers video production services; develops, recommends, and coordinates procedures, plans, and programs for application of existing and new audiovisual technology on an agency-wide basis;

Evaluates and interprets user needs; analyzes the user audience and determines program objective; designs, develops scripts, produces, directs, and coordinates all aspects of video productions; responsible for completion of programs on time, within budget, and to user's satisfaction; evaluates program results;

Takes suggested program ideas and develops visualized scripts for television and other media; researches source materials and interviews subject matter experts; writes, and/or assists in writing, the actual shooting scripts for the production;

Directs all actual production, including making decisions on placement of props, lighting, staging, audio, technical direction of camera(s), and editing; selects and directs staff for the video production, including narrator;

Responsible for recording images on videotape; responsible for camera selection, lighting, and shot composition;

Operates multi-source editing system, digital effects system, and audio sweetening system; independently selects, takes, and compiles a video production; responsible for the video and audio quality of the edited master;

Provides ongoing consultation to all levels of agency management regarding the research, design, and implementation of video material;

Evaluates and recommends audiovisual equipment; assumes responsibility for technical performance of video recording, switching, and distribution equipment, audio recording equipment, and associated monitoring and control equipment; installs equipment, performs preventative maintenance, repairs, fabrication, and design of audiovisual systems as required; trains other personnel in the proper use of systems and electronic equipment;

Analyzes media problems and determines the best medium to use; sets up media programs; troubleshoots media equipment problems;

Sets up and arranges studios, conference, and training rooms for video and audio recording;

Captures live footage on video of high risk WSP surveillances, methamphetamine lab raids, vehicle pursuits, and DUIs for use in training/instructional videos and court cases;

Performs other duties as required.

Knowledge and Abilities

Knowledge of: the principles of visual media production; corporate/non-broadcast production; educational television, and close circuit television; logic and grammar; basic methods of problem solving; learning process; principles and methods of employee training, determining training needs, and evaluating working relationships.

Ability to: reason logically, draw valid conclusions and make appropriate recommendations; gather and analyze data; turn abstract ideas into tangible products with creativity and flair; write creatively; establish and maintain effective working relationships with individuals at all levels; remain aware and utilize current technology.

Minimum Qualifications

A Bachelor's degree with a major study in television production, video or visual communications, broadcast journalism, instructional media, or closely related field and two years of experience in television production (educational television, industrial television, or close circuit television) or two years of teaching experience in production, development and techniques of instructional media operation involving ETV, ITV, or CCTV or two years of experience in corporate and/or commercial video production.

Additional qualifying experience will substitute, year for year, for the required education.

New class: 4-10-98