

Survey Position Grids

Family Level	LOCAL ADVERTISING SALES, ALL PARTICIPANTS			
	Local Advertising Sales 100	Digital Sales 105	Local National Sales 110	Integrated Sales and Marketing 120
Brief Job Family Descriptions	Sells local advertising on media networks. May be accountable for television, radio or multiple platforms, including digital.	Sells local digital advertising products for television, radio or digital networks.	Sells advertising to national accounts based in a region.	Manages integrated advertising sales and marketing activities that use all available corporate resources to maximize campaigns for major clients.
Division-Wide (Corporate)	10010 Top Local Advertising Sales Executive	10510 Top Digital Sales Executive	11010 Top Local National Sales Executive	12010 Top Integrated Sales and Marketing Executive
Regional / Market	10011 Regional / Market Sales Mgmt	10511 Regional / Market Digital Sales Mgmt	11011 Regional / Market Local National Sales Mgmt	12011 Regional / Market Integrated Sales and Marketing Mgmt
Senior Director	10013 Senior General Sales Mgr			
Director	10014 General Sales Mgr	10514 Digital Sales Dir	11014 Local National Sales Dir	
Senior Manager	10015 Senior Local Sales Mgr			
Manager	10016 Local Sales Mgr	10516 Digital Sales Mgr	11016 Local National Sales Mgr	
Supervisor				
Senior Individual Contributor				
Journey Individual Contributor	10025 Account Executive	10525 Digital Sales Account Executive	11025 Local National Sales Account Executive	
Associate Individual Contributor				
Coordinator				
Assistant	10028 Sales Assistant			



Survey Position Grids

Family Level	LOCAL ADVERTISING SALES, ALL PARTICIPANTS (continued)						
	Sales Planning	Sales Operations	Sales Account Service Management	Inventory Management	Traffic	Continuity	Media Operations
	130	132	135	140	150	160	165
Brief Job Family Descriptions	Provides sales and pricing analysis and forecasting. Provides proposal and presentations for sales team. May have accountability for a single station and/or within a central hub.	Tracks and reports on sales revenues and commissions, analyzes sales metrics, implements and monitors advertising contracts, and manages the master production schedule.	Manages the support and service of customers after the sale, ensures advertising performance and expectations, analyzes campaign performance.	Analyzes and allocates available commercial inventory for television / radio / digital. Manages long- and short-term inventory.	Readies, uploads and places as sold. Ensures quality assurance and compliance with contract terms. Communicates traffic statistics to advertisers. May have accountability for a single station and/or within a central hub.	Manages advertisement upload log and ensures proper separation of commercials.	Encodes local advertisements and adjusts equipment for high-quality audio and video playback. Monitors insertion equipment and makes adjustments to ensure quality.
Division-Wide (Corporate)	13000 Top Sales Planning Executive						
Regional / Market	13011 Regional / Market Head, Sales Planning						
Vice President (if not Head)	13012 VP, Sales Planning	13212 VP, Sales Operations			15012 VP, Traffic		
Director (if not Head)	13014 Dir, Sales Planning	13214 Dir, Sales Operations			15014 Dir, Traffic		
Manager (if not Head)	13016 Mgr, Sales Planning	13216 Mgr, Sales Operations		14016 Mgr, Inventory	15016 Mgr, Traffic		
Supervisor (if not Head)					15017 Supv, Traffic		
Senior Individual Contributor	13024 Sr Sales Planner						
Journey Individual Contributor	13025 Sales Planner	13225 Sales Operations Individual Contributor	13525 Sales Account Service Mgr	14025 Inventory Analyst	15025 Traffic Specialist	16025 Continuity Specialist	16525 Media Ops Tech (Non Exempt)
Associate Individual Contributor							16526 Assoc Media Ops Tech (Non Exempt)
Coordinator	13027 Sales Planning Coord		13527 Sales Account Service Coord		15027 Traffic Coord		
Assistant							



Survey Position Grids

Family Level		TELEVISION STATIONS					
		TV Management	TV Digital Content	TV Broadcast Operations and Engineering	TV Master Control	TV Engineering Maintenance	TV Operations / Logistics
		204	210	212	213	214	216
Brief Job Family Descriptions		Oversees local stations and is accountable for profit and loss, ratings growth and distribution of brand and content on multiple platforms.	Creates and maintains digital content for website and mobile applications for television networks and ensures content quality and alignment with editorial policy and brand. Monitors website and mobile analytics.	Oversees the station's facilities and equipment and building operations.	Monitors quality of incoming and outgoing on-air programming. May have accountability for a single station and/or a central hub.	Maintains and repairs technical equipment and facilities that support the audio and visual production and broadcast operations of station.	Manages quality for multiple areas of station's broadcasts, including live shots, editing and news gathering. Coordinates live broadcast news feeds. Manages new equipment training and vehicle maintenance.
Division-Wide (Corporate)		20410 TV President	21010 TV Division Head, Digital Content	21210 TV Division Head, Bcast Ops and Engr			
Head of Function	Regional (multi-market)	20410.5 TV Region Head, General Mgr	21010.5 TV Region Head, Digital Content				
	Market / Station	20411 TV Market / Station Head, General Mgr		21211 TV Head, Bcast Ops and Engr			
Vice President (if not Head)		20412 TV VP, Market / Station General Mgr		21212 TV VP, Bcast Ops and Engr			
Director (if not Head)			21014 TV Dir, Digital Content	21214 TV Dir, Bcast Ops and Engr	21314 TV Dir, Master Control		
Manager (if not Head)			21016 TV Mgr, Digital Content	21216 TV Chief Engr	21316 TV Mgr, Master Control	21416 TV Mgr, Engineering Maintenance <i>(New)</i>	21616 TV Mgr, Ops / Logistics
Supervisor (if not Head)				21217 TV Assistant Chief Engr	21317 TV Supv, Master Control		
Senior Individual Contributor			21024 TV Sr Digital Prdn Specialist		21324 TV Sr Master Control Operator		
Journey Individual Contributor			21025 TV Digital Prdn Specialist	21225 TV Engr	21325 TV Master Control Operator	21425 TV Engineering Maintenance Tech (Non-Exempt)	
Associate Individual Contributor					21326 TV Assoc Master Control Operator		
Coordinator							
Assistant							



Survey Position Grids

Family Level		TELEVISION STATIONS (continued)						
		TV Programming 236	TV Producing 240	TV Digital Content Producing 241	TV Ad Producing 242	TV News Directing 244	TV Assignment Desk 248	TV Managing Editing 252
Brief Job Family Descriptions		Directs broadcast programming for station(s). Develops program and schedule, including negotiating for and acquiring content.	Manages the production of content for daily programs or program group. Ensures production quality of programs produced.	Manages the production of digital assets and content for television networks. Adapts television content for web distribution. Ensures production quality of digital assets published.	Develops and produces commercials for station(s). Manages scheduling and quality control of commercials produced.	Oversees on-air newscasts. Develops on-air news product that enhances brand and meets compliance.	Assigns, schedules and dispatches staff to ensure top stories are covered to meet deadlines. Oversees story ideas.	Oversees execution of daily content for newsroom, including generating story ideas and positioning breaking news coverage.
Division-Wide (Corporate)						24410 TV Division Head, News Dir		
Head of Function	Regional (multi-market)	23610.5 TV Region Head, Prgrg						
	Market / Station	23611 TV Head, Prgrg				24411 TV Head, News Dir		
Vice President (if not Head)		23612 TV VP, Prgrg				24412 TV VP, News Dir		
Director (if not Head)		23614 TV Dir, Prgrg	24014 TV Executive Producer			24414 TV News Dir		
Manager (if not Head)		23616 TV Mgr, Prgrg		24216 TV Mgr, Ad Producing	24416 TV Assistant News Dir	24816 TV Mgr, Assignment Desk	25216 TV Mgr, Managing Editing	
Supervisor (if not Head)		23617 TV Supv, Prgrg <i>(New)</i>		24217 TV Supv, Ad Producing		24817 TV Supv, Assignment Desk		
Senior Individual Contributor			24024 TV Sr Producer	24124 TV Sr Digital Content Producer	24224 TV Sr Ad Producer <i>(New)</i>	24824 TV Assignment Editor	25224 TV Sr Managing Editor	
Journey Individual Contributor			24025 TV Producer	24125 TV Digital Content Producer	24225 TV Ad Producer		25225 TV Managing Editor	
Associate Individual Contributor			24026 TV Assoc Producer	24126 TV Assoc Digital Content Producer				
Coordinator					24227 TV Ad Producing Coord			
Assistant			24028 TV Prdn Assistant					



Survey Position Grids

Family Level		TELEVISION STATIONS (continued)					
		TV Directing	TV Technical Directing	TV Chyron	TV Photography / Videography	TV Multimedia Journalism	TV Reporting
		256	260	264	268	269	270
Brief Job Family Descriptions		Plans and directs live shows and features. Plans shots and directs crew. Instructs on-air talent and makes adjustments during broadcast.	Sets up, operates and troubleshoots equipment during production or broadcast.	Generates credits and graphic effects using graphics generating software and equipment.	Gathers field news, sports or features stories using video and audio equipment. Transmits stories to station.	Generates news, sports or features story ideas and produces stories from beginning to end, including conceptualizing, writing, shooting, producing and editing.	Covers news stories for daily live newscasts.
Division-Wide (Corporate)							
Head of Function	Regional (multi-market)						
	Market / Station						
Vice President (if not Head)							
Director (if not Head)							
Manager (if not Head)			26016 TV Mgr, Technical Directing		26816 Chief Photographer		
Supervisor (if not Head)							
Senior Individual Contributor		25624 TV Show Dir					
Journey Individual Contributor		25625 TV Assistant Dir	26025 TV Technical Dir	26425 TV Chyron Operator	26825 TV Photographer / Videographer	26925 TV Multimedia Journalist	27025 TV Reporter
Associate Individual Contributor							
Coordinator							
Assistant							



Survey Position Grids

Family Level		TELEVISION STATIONS (continued)					
		TV Marketing 272	TV Communications / Public Affairs 274	TV Promotions 276	TV Promotions Producing 280	TV Creative Services 285	TV Research 290
Brief Job Family Descriptions		Oversees the creation, production and activation of multi-platform marketing programs.	Develops and implements the station's public affairs program, including scheduling, community outreach, managing station public service inventory and FCC reporting. Oversees media relations.	Enhances brand awareness and audience growth through events, contests and promotional campaigns across media platforms.	Produces and schedules promotional projects related to programming, image, sales and marketing.	Develops promotional strategies for television and creates the supporting advertising and promotional campaigns and materials for delivery across multiple platforms.	Conducts audience research to inform programming, marketing and sales planning for television.
Division-Wide (Corporate)		27210 TV Division Head, Mktg				28510 TV Division Head, Creative Services	29010 TV Division Head, Research
Head of Function	Regional (multi-market)					28510.5 TV Region Head, Creative Services	29010.5 TV Region Head, Research
	Market / Station	27211 TV Head, Mktg	27411 TV Head, Comm / Public Affairs	27611 TV Head, Promotions		28511 TV Market / Station Head, Creative Services	29011 TV Market / Station Head, Research
Vice President (if not Head)		27212 TV VP, Mktg	27412 TV VP, Comm / Public Affairs	27612 TV VP, Promotions		28512 TV VP, Creative Services	29012 TV VP, Research
Director (if not Head)		27214 TV Dir, Mktg	27414 TV Dir, Comm / Public Affairs	27614 TV Dir, Promotions		28514 TV Dir, Creative Services	29014 TV Dir, Research
Manager (if not Head)		27216 TV Mgr, Mktg	27416 TV Mgr, Comm / Public Affairs	27616 TV Mgr, Promotions		28516 TV Mgr, Creative Services <i>(New)</i>	29016 TV Mgr, Research
Supervisor (if not Head)						28517 TV Supv, Creative Services <i>(New)</i>	
Senior Individual Contributor					28024 TV Sr Promotions Writer / Producer		
Journey Individual Contributor		27225 TV Mktg Specialist	27425 TV Comm / Public Affairs Specialist		28025 TV Promotions Writer / Producer	28525 TV Graphic Artist / Designer	29025 TV Research Analyst
Associate Individual Contributor							
Coordinator		27227 TV Mktg Coord		27627 TV Promotions Coord			
Assistant							

Survey Position Grids

Family Level		RADIO STATIONS								
		Radio Management 404	Radio Digital Content 410	Radio Broadcast Operations and Engineering 412	Radio Engineering Maintenance 414	Radio Business Operations 436	Radio Programming 444	Radio Producing 446	Radio Digital Content Producing 447	Radio Ad Producing 448
Brief Job Family Descriptions		Oversees local stations and is accountable for profit and loss, ratings growth and distribution of brand and content on multiple platforms.	Creates and maintains digital content for website and mobile applications for radio networks and ensures content quality and alignment with editorial policy and brand.	Oversees the station's facilities and equipment and building operations.	Maintains and repairs technical equipment and facilities that support the audio production and broadcast operations of station.	Is accountable for the business-related program elements supporting programming, including negotiating talent agreements and contracts and managing syndication.	Directs broadcast programming for station(s). Develops program and schedule, including negotiating for and acquiring content.	Manages the production of content for daily programs or program group. Ensures production quality of programs produced.	Manages the production of digital assets and content for radio networks. Adapts radio content for web distribution. Ensures production quality of digital assets published.	Develops and produces commercials for station(s). Manages scheduling and quality control of commercial delivery.
Division-Wide (Corporate)		40410 Radio President	41010 Radio Division Head, Digital Content	41210 Radio Division Head, Bcast Ops and Engrg						
Head of Function	Regional (multi-market)	40410.5 Radio Region Head, General Mgr	41010.5 Radio Region Head, Digital Content				44410.5 Radio Region Head, Prgrg			
	Market / Station	40411 Radio Market / Station Head, General Mgr		41211 Radio Head, Bcast Ops and Engrg			44411 Radio Head, Prgrg			
Vice President (if not Head)		40412 Radio VP, Market / Station General Mgr		41212 Radio VP, Bcast Ops and Engrg			44412 Radio VP, Prgrg			
Director (if not Head)			41014 Radio Dir, Digital Content				44414 Radio Dir, Prgrg			
Manager (if not Head)			41016 Radio Mgr, Digital Content	41216 Radio Chief Engr	41416 Radio Mgr, Engineering Maintenance (New)	43616 Radio Mgr, Business Ops	44416 Radio Mgr, Prgrg			
Supervisor (if not Head)				41217 Radio Assistant Chief Engr			44417 Radio Supv, Prgrg (New)			
Senior Individual Contributor			41024 Radio Sr Digital Prdn Specialist						44824 Radio Sr Ad Producer (New)	
Journey Individual Contributor			41025 Radio Digital Prdn Specialist	41225 Radio Engr	41425 Radio Engineering Maintenance Tech (Non-Exempt)		44625 Radio Producer	44725 Radio Digital Content Producer	44825 Radio Ad Producer	
Associate Individual Contributor							44426 Radio Board Operator			
Coordinator										
Assistant										

Survey Position Grids

Family Level		RADIO STATIONS (continued)						
		Radio Production 450	Radio News Directing 456	Radio News Writing 464	Radio Sports Directing 468	Radio Marketing 470	Radio Imaging 472	Radio Communications / Public Affairs 474
Brief Job Family Descriptions		Manages production quality of broadcasts and commercial production scheduling and logistics.	Develops on-air newscasts. Develops on-air news product that enhances brand and meets compliance.	Writes and edits materials for on-air news broadcasts. Conducts interviews for broadcasts.	Directs on-air sports broadcasts, determines sports assignments and broadcast priorities. Manages logistics broadcast logistics of live sporting events.	Oversees the creation, production and activation of multi-platform marketing programs.	Creates broadcast elements that identify the station's brand.	Oversees media relations and the station's public affairs program, including scheduling, community outreach, managing station public service inventory and FCC reporting.
Division-Wide (Corporate)			45610 Radio Division Head, News Dir			47010 Radio Division Head, Mktg		
Head of Function	Regional (multi-market)							
	Market / Station		45611 Radio Head, News Dir			47011 Radio Head, Mktg		47411 Radio Head, Comm / Public Affairs
Vice President (if not Head)			45612 Radio VP, News Dir			47012 Radio VP, Mktg		47412 Radio VP, Comm / Public Affairs
Director (if not Head)		45014 Radio Dir, Prdn	45614 Radio News Dir		46814 Radio Dir, Sports	47014 Radio Dir, Mktg	47214 Radio Dir, Imaging	
Manager (if not Head)			45616 Radio Assistant News Dir			47016 Radio Mgr, Mktg		47416 Radio Mgr, Comm / Public Affairs
Supervisor (if not Head)								
Senior Individual Contributor								
Journey Individual Contributor			45625 Radio News Editor	46425 Radio News Writer		47025 Radio Mktg Specialist		
Associate Individual Contributor			45626 Radio Desk Assistant					
Coordinator								
Assistant								



Survey Position Grids

Family Level		RADIO STATIONS (continued)					
		Radio Promotions 476	Radio Promotions Producing 480	Radio Event Planning 482	Radio Creative Services 485	Radio Research 490	Radio Non-Traditional Revenue 492
Brief Job Family Descriptions		Enhances brand awareness and audience growth through events, contests and promotional campaigns across media platforms.	Produces and schedules promotional projects related to programming, image, sales and marketing.	Plans and executes events to enhance station awareness.	Develops promotional strategy for radio networks and creates the supporting advertising and promotional campaigns and materials for delivery across multiple platforms.	Conducts audience research to inform programming, marketing and sales planning for radio networks.	Develops and executes plans to drive revenue to the station through non-traditional revenue streams.
Division-Wide (Corporate)					48510 Radio Division Head, Creative Services	49010 Radio Division Head, Research	
Head of Function	Regional (multi- market)				48510.5 Radio Region Head, Creative Services	49010.5 Radio Region Head, Research	
	Market / Station				48511 Radio Market / Station Head, Creative Services	49011 Radio Market / Station Head, Research	
Vice President (if not Head)					48512 Radio VP, Creative Services	49012 Radio VP, Research	
Director (if not Head)					48514 Radio Dir, Creative Services	49014 Radio Dir, Research	
Manager (if not Head)		47616 Radio Mgr, Promotions		48216 Radio Mgr, Event Planning	48516 Radio Mgr, Creative Services <i>(New)</i>	49016 Radio Mgr, Research	49216 Radio Mgr, Non-Traditional Revenue
Supervisor (if not Head)					48517 Radio Supv, Creative Services <i>(New)</i>		
Senior Individual Contributor			48024 Radio Sr Promotions Producer				
Journey Individual Contributor			48025 Radio Promotions Producer		48525 Radio Graphic Artist / Designer	49025 Radio Research Analyst	49225 Radio Non-Traditional Revenue Analyst
Associate Individual Contributor							
Coordinator		47627 Radio Promotions Coord		48227 Radio Event Planning Coord			
Assistant		47628 Radio Promotions Assistant					

Survey Position Grids

Family Level		GENERAL AND ADMINISTRATIVE				
		Administrative Assistance	Information Technology	Finance and Accounting	Credit and Collections	Human Resources
		510	515	520	525	530
Brief Job Family Descriptions		Supports the General Management function for television, radio or digital networks, providing administrative, scheduling and other assistance.	Oversees computer network systems and broadcast operations for television, radio or digital networks, including system security, hardware and software upgrades, installation and configuration, help desk, backups and recovery.	Plans and directs financial operations and strategic business planning for television, radio or digital networks, including financial analysis, accounting, tax and compliance.	Extends credit, directs the collections process and accounts receivable reporting and manages collections vendors for television, radio or digital networks.	Develops and administers human resources programs for television, radio or digital networks, including recruitment, training, compensation, benefits and HRIS. Ensures compliance with laws and regulations.
Division-Wide (Corporate)			51510 Division Head, IT	52010 Division Head, Finance and Acctg		53010 Division Head, HR
Head of Function	Regional (multi-market)		51510.5 Region Head, IT	52010.5 Region Head, Finance and Acctg		53010.5 Region Head, HR
	Market / Station		51511 Market / Station Head, IT	52011 Market / Station Head, Finance and Acctg		53011 Market / Station Head, HR
Vice President (if not Head)			51512 VP, IT	52012 VP, Finance and Acctg		53012 VP, HR
Director (if not Head)			51514 Dir, IT	52014 Dir, Finance and Acctg	52514 Dir, Credit and Collections	53014 Dir, HR
Manager (if not Head)			51516 Mgr, IT	52016 Mgr, Finance and Acctg	52516 Mgr, Credit and Collections	53016 Mgr, HR
Supervisor (if not Head)						
Senior Individual Contributor						
Journey Individual Contributor			51525 IT Specialist	52025 Financial Analyst	52525 Credit and Collections Analyst	53025 HR Generalist
Associate Individual Contributor						
Coordinator		51027 Admin Assistant to General Mgr		52027 Financial Coord		
Assistant						