

# Survey Position Grids

Family Level	LOCAL ADVERTISING SALES, ALL PARTICIPANTS			
	Local Advertising Sales	Digital Sales	Local National Sales	Integrated Sales and Marketing
	100	105	110	120
<b>Brief Job Family Descriptions</b>	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.
<b>Division-Wide (Corporate)</b>	10010 Top Local Advertising Sales Executive	10510 Top Digital Sales Executive	11010 Top Local National Sales Executive	12010 Top Integrated Sales and Marketing Executive
<b>Regional / Market</b>	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
<b>Senior Director</b>	10013 Senior General Sales Mgr			
<b>Director</b>	10014 General Sales Mgr	10514 Digital Sales Dir	11014 Local National Sales Dir	
<b>Senior Manager</b>	10015 Senior Local Sales Mgr			
<b>Manager</b>	10016 Local Sales Mgr	10516 Digital Sales Mgr	11016 Local National Sales Mgr	
<b>Supervisor</b>				
<b>Senior Individual Contributor</b>				
<b>Journey Individual Contributor</b>	10025 Account Executive	10525 Digital Sales Account Executive	11025 Local National Sales Account Executive	
<b>Associate Individual Contributor</b>				
<b>Coordinator</b>				
<b>Assistant</b>	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
<b>Brief Job Family Descriptions</b>		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.
<b>Division-Wide (Corporate)</b>		13000 Top Sales Planning Executive						
<b>Regional / Market</b>		13011 Regional / Market Head, Sales Planning						
<b>Vice President (if not Head)</b>		13012 VP, Sales Planning	13212 VP, Sales Operations			15012 VP, Traffic		
<b>Director (if not Head)</b>		13014 Dir, Sales Planning	13214 Dir, Sales Operations			15014 Dir, Traffic		
<b>Manager (if not Head)</b>		13016 Mgr, Sales Planning	13216 Mgr, Sales Operations		14016 Mgr, Inventory	15016 Mgr, Traffic		
<b>Supervisor (if not Head)</b>						15017 Supv, Traffic		
<b>Senior Individual Contributor</b>		13024 Sr Sales Planner						
<b>Journey Individual Contributor</b>		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)
<b>Associate Individual Contributor</b>								16526 Assoc Media Ops Tech (Non Exempt)
<b>Coordinator</b>		13027 Sales Planning Coord		13527 Sales Account Service Coord		15027 Traffic Coord		
<b>Assistant</b>								



# Survey Position Grids

Family Level		TELEVISION STATIONS					
		TV Management 204	TV Digital Content 210	TV Broadcast Operations and Engineering 212	TV Master Control 213	TV Engineering Maintenance 214	TV Newsroom Operations 216
<b>Brief Job Family Descriptions</b>		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 day-to-day operations and logistics of the newsroom, including quality control for station broadcasts. Supervises and schedules news production staff. Coordinates live broadcast news feeds. Manages new equipment training and vehicle maintenance.
<b>Division-Wide (Corporate)</b>		20410 TV President	21010 TV Division Head, Digital Content	21210 TV Division Head, Bcast Ops and Engr			
<b>Head of Function</b>	<b>Regional (multi-market)</b>	20410.5 TV Region Head, General Mgr	21010.5 TV Region Head, Digital Content				
	<b>Market / Station</b>	20411 TV Market / Station Head, General Mgr		21211 TV Head, Bcast Ops and Engr			
<b>Vice President (if not Head)</b>		20412 TV VP, Market / Station General Mgr		21212 TV VP, Bcast Ops and Engr			
<b>Director (if not Head)</b>			21014 TV Dir, Digital Content	21214 TV Dir, Bcast Ops and Engr	21314 TV Dir, Master Control		
<b>Manager (if not Head)</b>			21016 TV Mgr, Digital Content	21216 TV Chief Engr	21316 TV Mgr, Master Control	21416 TV Mgr, Engineering Maintenance	21616 TV Mgr, Newsroom Operations
<b>Supervisor (if not Head)</b>				21217 TV Assistant Chief Engr	21317 TV Supv, Master Control		
<b>Senior Individual Contributor</b>			21024 TV Sr Digital Prdn Specialist		21324 TV Sr Master Control Operator		
<b>Journey Individual Contributor</b>			21025 TV Digital Prdn Specialist	21225 TV Engr	21325 TV Master Control Operator	21425 TV Engineering Maintenance Tech (Non-Exempt)	
<b>Associate Individual Contributor</b>					21326 TV Assoc Master Control Operator		
<b>Coordinator</b>							21627 TV Newsroom Operations Coord (New)
<b>Assistant</b>							

# 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
<b>Brief Job Family Descriptions</b>		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.
<b>Division-Wide (Corporate)</b>						24410 TV Division Head, News Dir		
<b>Head of Function</b>	<b>Regional (multi-market)</b>	23610.5 TV Region Head, Prgrg						
	<b>Market / Station</b>	23611 TV Head, Prgrg				24411 TV Head, News Dir		
<b>Vice President (if not Head)</b>		23612 TV VP, Prgrg				24412 TV VP, News Dir		
<b>Director (if not Head)</b>		23614 TV Dir, Prgrg	24014 TV Executive Producer			24414 TV News Dir		
<b>Manager (if not Head)</b>		23616 TV Mgr, Prgrg		24216 TV Mgr, Ad Producing	24416 TV Assistant News Dir	24816 TV Mgr, Assignment Desk	25216 TV Mgr, Managing Editing	
<b>Supervisor (if not Head)</b>		23617 TV Supv, Prgrg		24217 TV Supv, Ad Producing		24817 TV Supv, Assignment Desk		
<b>Senior Individual Contributor</b>			24024 TV Sr Producer	24124 TV Sr Digital Content Producer	24224 TV Sr Ad Producer	24824 TV Assignment Editor	25224 TV Sr Managing Editor	
<b>Journey Individual Contributor</b>			24025 TV Producer	24125 TV Digital Content Producer	24225 TV Ad Producer		25225 TV Managing Editor	
<b>Associate Individual Contributor</b>			24026 TV Assoc Producer	24126 TV Assoc Digital Content Producer				
<b>Coordinator</b>					24227 TV Ad Producing Coord			
<b>Assistant</b>			24028 TV Prdn Assistant					



# Survey Position Grids

Family Level		TELEVISION STATIONS (continued)									
		TV Directing	TV Technical Directing	TV Chyron	TV Photography / Videography	TV Video Editing (New Family)	TV Multimedia Journalism	TV Anchoring (New Family)	TV Anchoring / Reporting (New Family)	TV Reporting	TV Meteorology (New Family)
		256	260	264	265	267	269	271	273	275	277
<b>Brief Job Family Descriptions</b>		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.	Edits video and sound using linear or digital editing systems. Delivers finished, edited video segments for inclusion in broadcasts and/or for distribution on digital platforms.	Generates news, sports or features story ideas and produces stories from beginning to end, including conceptualizing, writing, shooting, producing and editing.	Hosts the prime news slot for the station. Delivers compelling and trustworthy news and stories that drive audience loyalty.	Anchors a minor news slot and primarily reports from the field. Delivers compelling and trustworthy news and stories that drive audience loyalty.	Covers news stories for daily live newscasts.	Prepares and presents daily weather segments in studio and from the field.
<b>Division-Wide (Corporate)</b>											
<b>Head of Function</b>	<b>Regional (multi-market)</b>										
	<b>Market / Station</b>										
<b>Vice President (if not Head)</b>											
<b>Director (if not Head)</b>											
<b>Manager (if not Head)</b>			26016 TV Mgr, Technical Directing		26516 Chief Photographer						
<b>Supervisor (if not Head)</b>											
<b>Senior Individual Contributor</b>		25624 TV Show Dir									
<b>Journey Individual Contributor</b>		25625 TV Assistant Dir	26025 TV Technical Dir	26425 TV Chyron Operator	26525 TV Photographer / Videographer	26725 TV Video Editor (New)	26925 TV Multimedia Journalist	27125 TV Anchor (New)	27325 TV Anchor / Reporter (New)	27525 TV Reporter	27725 TV Meteorologist (New)
<b>Associate Individual Contributor</b>											
<b>Coordinator</b>											
<b>Assistant</b>											

# Survey Position Grids

Family Level		TELEVISION STATIONS (continued)					
		TV Marketing 282	TV Communications / Public Affairs 284	TV Promotions 286	TV Promotions Producing 287	TV Creative Services 289	TV Research 290
<b>Brief Job Family Descriptions</b>		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.
<b>Division-Wide (Corporate)</b>		28210 TV Division Head, Mktg				28910 TV Division Head, Creative Services	29010 TV Division Head, Research
<b>Head of Function</b>	<b>Regional (multi-market)</b>					28910.5 TV Region Head, Creative Services	29010.5 TV Region Head, Research
	<b>Market / Station</b>	28211 TV Head, Mktg	28411 TV Head, Comm / Public Affairs	28611 TV Head, Promotions		28911 TV Market / Station Head, Creative Services	29011 TV Market / Station Head, Research
<b>Vice President (if not Head)</b>		28212 TV VP, Mktg	28412 TV VP, Comm / Public Affairs	28612 TV VP, Promotions		28912 TV VP, Creative Services	29012 TV VP, Research
<b>Director (if not Head)</b>		28214 TV Dir, Mktg	28414 TV Dir, Comm / Public Affairs	28614 TV Dir, Promotions		28914 TV Dir, Creative Services	29014 TV Dir, Research
<b>Manager (if not Head)</b>		28216 TV Mgr, Mktg	28416 TV Mgr, Comm / Public Affairs	28616 TV Mgr, Promotions		28916 TV Mgr, Creative Services	29016 TV Mgr, Research
<b>Supervisor (if not Head)</b>						28917 TV Supv, Creative Services	
<b>Senior Individual Contributor</b>					28724 TV Sr Promotions Writer / Producer		
<b>Journey Individual Contributor</b>		28225 TV Mktg Specialist	28425 TV Comm / Public Affairs Specialist		28725 TV Promotions Writer / Producer	28925 TV Graphic Artist / Designer	29025 TV Research Analyst
<b>Associate Individual Contributor</b>							
<b>Coordinator</b>		28227 TV Mktg Coord		28627 TV Promotions Coord			
<b>Assistant</b>							

# 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
<b>Brief Job Family Descriptions</b>		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.
<b>Division-Wide (Corporate)</b>		40410 Radio President	41010 Radio Division Head, Digital Content	41210 Radio Division Head, Bcast Ops and Engrg						
<b>Head of Function</b>	<b>Regional (multi-market)</b>	40410.5 Radio Region Head, General Mgr	41010.5 Radio Region Head, Digital Content				44410.5 Radio Region Head, Prgrg			
	<b>Market / Station</b>	40411 Radio Market / Station Head, General Mgr		41211 Radio Head, Bcast Ops and Engrg			44411 Radio Head, Prgrg			
<b>Vice President (if not Head)</b>		40412 Radio VP, Market / Station General Mgr		41212 Radio VP, Bcast Ops and Engrg			44412 Radio VP, Prgrg			
<b>Director (if not Head)</b>			41014 Radio Dir, Digital Content				44414 Radio Dir, Prgrg			
<b>Manager (if not Head)</b>			41016 Radio Mgr, Digital Content	41216 Radio Chief Engr	41416 Radio Mgr, Engineering Maintenance	43616 Radio Mgr, Business Ops	44416 Radio Mgr, Prgrg			
<b>Supervisor (if not Head)</b>				41217 Radio Assistant Chief Engr			44417 Radio Supv, Prgrg			
<b>Senior Individual Contributor</b>			41024 Radio Sr Digital Prdn Specialist						44824 Radio Sr Ad Producer	
<b>Journey Individual Contributor</b>			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	
<b>Associate Individual Contributor</b>							44426 Radio Board Operator			
<b>Coordinator</b>										
<b>Assistant</b>										



# Survey Position Grids

Family Level		RADIO STATIONS (continued)							
		Radio Production	Radio Sound Editing <i>(New Family)</i>	Radio News Directing	Radio News Writing	Radio Sports Directing	Radio Marketing	Radio Imaging	Radio Communications / Public Affairs
		450	454	456	464	468	470	472	474
<b>Brief Job Family Descriptions</b>		Manages production quality of broadcasts and commercial production scheduling and logistics.	Creates and edits sound and audio elements using sound mixing and editing systems. Delivers finished, edited audio for local radio programs, promotions and events.	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.
<b>Division-Wide (Corporate)</b>				45610 Radio Division Head, News Dir			47010 Radio Division Head, Mktg		
<b>Head of Function</b>	<b>Regional (multi-market)</b>								
	<b>Market / Station</b>			45611 Radio Head, News Dir			47011 Radio Head, Mktg		47411 Radio Head, Comm / Public Affairs
<b>Vice President (if not Head)</b>				45612 Radio VP, News Dir			47012 Radio VP, Mktg		47412 Radio VP, Comm / Public Affairs
<b>Director (if not Head)</b>		45014 Radio Dir, Prdn		45614 Radio News Dir		46814 Radio Dir, Sports	47014 Radio Dir, Mktg	47214 Radio Dir, Imaging	
<b>Manager (if not Head)</b>				45616 Radio Assistant News Dir			47016 Radio Mgr, Mktg		47416 Radio Mgr, Comm / Public Affairs
<b>Supervisor (if not Head)</b>									
<b>Senior Individual Contributor</b>									
<b>Journey Individual Contributor</b>			45425 Radio Sound Editor <i>(New)</i>	45625 Radio News Editor	46425 Radio News Writer		47025 Radio Mktg Specialist		
<b>Associate Individual Contributor</b>				45626 Radio Desk Assistant					
<b>Coordinator</b>									
<b>Assistant</b>									





# 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
<b>Brief Job Family Descriptions</b>		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.
<b>Division-Wide (Corporate)</b>					48510 Radio Division Head, Creative Services	49010 Radio Division Head, Research	
<b>Head of Function</b>	<b>Regional (multi-market)</b>				48510.5 Radio Region Head, Creative Services	49010.5 Radio Region Head, Research	
	<b>Market / Station</b>				48511 Radio Market / Station Head, Creative Services	49011 Radio Market / Station Head, Research	
<b>Vice President (if not Head)</b>					48512 Radio VP, Creative Services	49012 Radio VP, Research	
<b>Director (if not Head)</b>					48514 Radio Dir, Creative Services	49014 Radio Dir, Research	
<b>Manager (if not Head)</b>		47616 Radio Mgr, Promotions		48216 Radio Mgr, Event Planning	48516 Radio Mgr, Creative Services	49016 Radio Mgr, Research	49216 Radio Mgr, Non-Traditional Revenue
<b>Supervisor (if not Head)</b>					48517 Radio Supv, Creative Services		
<b>Senior Individual Contributor</b>			48024 Radio Sr Promotions Producer				
<b>Journey Individual Contributor</b>			48025 Radio Promotions Producer		48525 Radio Graphic Artist / Designer	49025 Radio Research Analyst	49225 Radio Non-Traditional Revenue Analyst
<b>Associate Individual Contributor</b>							
<b>Coordinator</b>		47627 Radio Promotions Coord		48227 Radio Event Planning Coord			
<b>Assistant</b>		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 / Business Partner
Associate Individual Contributor						
Coordinator		51027 Admin Assistant to General Mgr		52027 Financial Coord		
Assistant						