Family		LOCAL ADVERTISING SA	LES, ALL PARTICIPANTS	
Level	Local Advertising Sales	Digital Sales	Local National Sales	Integrated Sales and Marketing
	100	105	110	120
Brief Job Family Descriptions	Sells local advertising on media networks. May be accountable for television, radio or multiple platforms, including digital.		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	10027 Sales Coordinator (New)			
Assistant	10028 Sales Assistant			



Family			LOCAL ADVERTI	SING SALES, ALL PARTICIPA	NTS (continued)		
Level	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.		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 longand 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							



	Family			TELEVISIO	N STATIONS		
Level		TV Management	TV Digital Content	TV Broadcast Operations and Engineering	TV Master Control	TV Engineering Maintenance	TV Newsroom Operations
		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 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.
Division-Wid (Corporate)	e	20410 TV President	21010 TV Division Head, Digital Content	21210 TV Division Head, Bcast Ops and Engrg			
Head of	Regional (multi- market)	20410.5 TV Region Head, General Mgr	21010.5 TV Region Head, Digital Content				
Function	Market / Station	20411 TV Market / Station Head, General Mgr		21211 TV Head, Bcast Ops and Engrg			
Vice Presider (if not Head)	nt	20412 TV VP, Market / Station General Mgr		21212 TV VP, Bcast Ops and Engrg			
Director (if not Head)			21014 TV Dir, Digital Content	21214 TV Dir, Bcast Ops and Engrg	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	21616 TV Mgr, Newsroom Operations
Supervisor (if not Head)				21217 TV Assistant Chief Engr	21317 TV Supv, Master Control		
Senior Indivi Contributor	dual		21024 TV Sr Digital Prdn Specialist	21224 Sr TV Engr <i>(New)</i>	21324 TV Sr Master Control Operator	21424 Sr TV Engineering Maintenance Tech <i>(New)</i>	
Journey Indi Contributor	vidual		21025 TV Digital Prdn Specialist	21225 TV Engr	21325 TV Master Control Operator	21425 TV Engineering Maintenance Tech (Non-Exempt)	
Associate Inc Contributor	dividual			21226 Assoc TV Engr (New)	21326 TV Assoc Master Control Operator	21426 Assoc TV Engineering Maintenance Tech (Non-Exempt) (New)	
Coordinator							21627 TV Newsroom Operations Coord
Assistant							



	Family				TELEVISION STAT	TIONS (continued)			
Level	,	TV Programming	TV Producing	TV Digital Content Producing	TV Ad Producing	TV News Directing	TV News Writing (New Family) 245	TV Assignment Desk	TV Content Editorial
	ob Family riptions	236 Directs broadcast programming for station(s). Develops program and schedule, including negotiating for and acquiring content.	=	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.	Writes and edits materials for on-air news broadcasts. Conducts interviews for broadcasts.	Assigns, schedules and dispatches staff to ensure top stories are covered to meet deadlines. Oversees story ideas.	Oversees and executes daily content for newsroom, including generating story ideas, positioning breaking news coverage and editing content. Sets and ensures editorial voice for content.
Division-Wid (Corporate)	le					24410 TV Division Head, News Dir			
	Regional (multi- market)	23610.5 TV Region Head, Prgrg							
Function	Market / Station	23611 TV Head, Prgrg				24411 TV Head, News Dir			
Vice Presider (if not Head)	nt	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	24016 TV Mgr, Producing (New)	24116 TV Mgr, Digital Content Producing <i>(New)</i>	24216 TV Mgr, Ad Producing	24416 TV Assistant News Dir		24816 TV Mgr, Assignment Desk	25216 TV Mgr, Managing Editor
Supervisor (if not Head)		23617 TV Supv, Prgrg			24217 TV Supv, Ad Producing			24817 TV Supv, Assignment Desk	
Senior Indivi Contributor	idual		24024 TV Sr Producer	24124 TV Sr Digital Content Producer	24224 TV Sr Ad Producer			24824 TV Assignment Editor	25224 TV Sr Content Editor
Journey Indi Contributor	ividual		24025 TV Producer	24125 TV Digital Content Producer	24225 TV Ad Producer		24525 TV News Writer (New)		25225 TV Content Editor
Associate Inc	dividual		24026 TV Assoc Producer	24126 TV Assoc Digital Content Producer					25226 TV Assoc Content Editor (New)
Coordinator					24227 TV Ad Producing Coord				25227 TV Content Editing Coord <i>(New)</i>
Assistant			24028 TV Prdn Assistant						



	Family					TELEVISION STAT	TIONS (continued)				
Level Brief Job Family Descriptions		TV Directing 256 Plans and directs live shows and features. Plans shots and directs crew. Instructs on-air talent and makes adjustments during broadcast.	TV Technical Directing 260 Sets up, operates and troubleshoots equipment during production or broadcast.	TV Chyron 264 Generates credits and graphic effects using graphics generating software and equipment.	stories to station.	TV Video Editing 267 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.	from beginning to end, including	TV Anchoring 271 Losts the prime news slot for the station. Delivers compelling and trustworthy news and stories that drive audience loyalty.	TV Anchoring / Reporting 273 Anchors a minor news slot and primarily reports from the field. Delivers compelling and trustworthy news and stories that drive audience loyalty.	TV Reporting 275 Covers news stories for daily live newscasts.	TV Meteorology 277 Prepares and presents daily weather segments in studio and from the field.
Division-Wide (Corporate)	e										
Head of Function	Regional (multi- market) Market / Station										
Vice Presiden (if not Head)	nt										
Director (if not Head)											
Manager (if not Head)			26016 TV Mgr, Technical Directing		26516 Chief Photographer / Videographer						27716 Chief Meteorologist <i>(New)</i>
Supervisor (if not Head)					26517 TV Supv, Photography / Videography <i>(New)</i>						27717 TV Supv, Meteorology <i>(New)</i>
Senior Indivi	dual	25624 TV Show Dir				26724 TV Sr Video Editor (New)					27724 TV Sr Meteorologist <i>(New)</i>
Journey Indiv	vidual	25625 TV Assistant Dir	26025 TV Technical Dir	26425 TV Chyron Operator	26525 TV Photographer / Videographer	26725 TV Video Editor	26925 TV Multimedia Journalist	27125 TV Anchor	27325 TV Anchor / Reporter	27525 TV Reporter	27725 TV Meteorologist
Associate Inc Contributor	dividual					26726 TV Assoc Video Editor (New)					
Coordinator											
Assistant											



	Family			TELEVISION STAT	TONS (continued)		
Level		TV Marketing	TV Communications / Public Affairs	TV Promotions	TV Promotions Producing	TV Creative Services	TV Research
		282	284	286	287	289	290
		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.	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-Wid (Corporate)	e	28210 TV Division Head, Mktg				28910 TV Division Head, Creative Services	29010 TV Division Head, Research
Head of	Regional (multi- market)					28910.5 TV Region Head, Creative Services	29010.5 TV Region Head, Research
Function	Market / Station	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
Vice Presider (if not Head)	nt	28212 TV VP, Mktg	28412 TV VP, Comm / Public Affairs	28612 TV VP, Promotions		28912 TV VP, Creative Services	29012 TV VP, Research
Director (if not Head)		28214 TV Dir, Mktg	28414 TV Dir, Comm / Public Affairs	28614 TV Dir, Promotions		28914 TV Dir, Creative Services	29014 TV Dir, Research
Manager (if not Head)		28216 TV Mgr, Mktg	28416 TV Mgr, Comm / Public Affairs	28616 TV Mgr, Promotions		28916 TV Mgr, Creative Services	29016 TV Mgr, Research
Supervisor (if not Head)						28917 TV Supv, Creative Services	
Senior Indivi Contributor	dual				28724 TV Sr Promotions Writer / Producer	28924 TV Sr Graphic Artist / Designer (New)	29024 TV Sr Research Analyst (New)
Journey Indi Contributor	vidual	28225 TV Mktg Specialist	28425 TV Comm / Public Affairs Specialist		28725 TV Promotions Writer / Producer	28925 TV Graphic Artist / Designer	29025 TV Research Analyst
Associate Inc Contributor	lividual						29026 TV Assoc Research Analyst (New)
Coordinator		28227 TV Mktg Coord		28627 TV Promotions Coord			
Assistant							



	Family					RADIO STATIONS				
Level		Radio Management 404	Radio Digital Content 410	Radio Broadcast Operations and Engineering 412	Radio Engineering Maintenance 414	Radio Business Operations 436	Radio Programming	Radio Producing 446	Radio Digital Content Producing 447	Radio Ad Producing 448
	ob Family	Oversees local stations and is accountable for profit and loss, ratings growth and distribution of brand and content on multiple platforms.		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.	digital assets and content for radio networks. Adapts radio content for web	Develops and produces commercials for station(s). Manages scheduling and quality control of commercial delivery.
Division-Wid (Corporate)	e	40410 Radio President	41010 Radio Division Head, Digital Content	41210 Radio Division Head, Bcast Ops and Engrg						
Head of	Regional (multi- market)	40410.5 Radio Region Head, General Mgr	41010.5 Radio Region Head, Digital Content				44410.5 Radio Region Head, Prgrg			
Function		40411 Radio Market / Station Head, General Mgr		41211 Radio Head, Bcast Ops and Engrg			44411 Radio Head, Prgrg			
Vice Presiden (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	43616 Radio Mgr, Business Ops	44416 Radio Mgr, Prgrg	44616 Radio Mgr, Producing <i>(New)</i>	44716 Radio Mgr, Digital Content Producing <i>(New)</i>	
Supervisor (if not Head)				41217 Radio Assistant Chief Engr			44417 Radio Supv, Prgrg			
Senior Indivi	dual		41024 Radio Sr Digital Prdn Specialist	41224 Sr Radio Engr <i>(New)</i>	41424 Sr Radio Engineering Maintenance Tech <i>(New)</i>					44824 Radio Sr Ad Producer
Journey Indiv Contributor	vidual		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 Inc Contributor	dividual			41226 Assoc Radio Engr (New)	41426 Assoc Radio Engineering Maintenance Tech (Non-Exempt) <i>(New)</i>		44426 Radio Board Operator			
Coordinator										
Assistant										



	Family				RADIO STATIO	ONS (continued)			
Level	,	Radio Production	Radio Sound Editing	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
Brief Job Family Descriptions		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.		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)	e			45610 Radio Division Head, News Dir			47010 Radio Division Head, Mktg		
Head of	Regional (multi- market)								
Function	Market / Station			45611 Radio Head, News Dir			47011 Radio Head, Mktg		47411 Radio Head, Comm / Public Affairs
Vice Presider (if not Head)	nt			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 Indivi Contributor	dual								
Journey Indi	vidual		45425 Radio Sound Editor	45625 Radio News Editor	46425 Radio News Writer		47025 Radio Mktg Specialist	47225 Radio Imaging Specialist (New)	
Associate Inc Contributor	dividual			45626 Radio Desk Assistant					
Coordinator									
Assistant									



	Family			RADIO STATIO	ONS (continued)		
Level		Radio Promotions	Radio Promotions Producing	Radio Event Planning	Radio Creative Services	Radio Research	Radio Non-Traditional Revenue
		476	480	482	485	490	492
	ob Family riptions	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-Wid (Corporate)	e				48510 Radio Division Head, Creative Services	49010 Radio Division Head, Research	
Head of	Regional (multi- market)				48510.5 Radio Region Head, Creative Services	49010.5 Radio Region Head, Research	
Function	Market / Station				48511 Radio Market / Station Head, Creative Services	49011 Radio Market / Station Head, Research	
Vice Presider (if not Head)	nt				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	49016 Radio Mgr, Research	49216 Radio Mgr, Non-Traditional Revenue
Supervisor (if not Head)					48517 Radio Supv, Creative Services		
Senior Indivi Contributor	dual		48024 Radio Sr Promotions Producer		48524 Radio Sr Graphic Artist / Designer (New)	49024 Radio Sr Research Analyst <i>(New)</i>	
Journey Indi Contributor	vidual		48025 Radio Promotions Producer		48525 Radio Graphic Artist / Designer	49025 Radio Research Analyst	49225 Radio Non-Traditional Revenue Analyst
Associate Inc Contributor	dividual					49026 Radio Assoc Research Analyst (New)	
Coordinator		47627 Radio Promotions Coord		48227 Radio Event Planning Coord			
Assistant		47628 Radio Promotions Assistant					



	Family			GENERAL AND A	DMINISTRATIVE		
Level		Administrative Assistance 510 Supports the General Management	Information Technology 515 Oversees computer network systems	Finance and Accounting 520 Plans and directs financial operations	Business Management (New Family) 523 Supervises and/or executes a broad	Credit and Collections 525 Extends credit, directs the collections	Human Resources 530 Develops and administers human
	ob Family riptions	function for television, radio or digital networks, providing administrative, scheduling and other assistance. and broadcast operations for tele radio or digital networks, includir system security, hardware and su upgrades, installation and configuration, help desk, backup recovery.		rians and unlects inlanted uperations and strategic business planning for television, radio or digital networks, including financial analysis, accounting, tax and compliance.	range of administrative operations activities, including finance and accounting, human resources, information technology and/or facilities, typically for smaller local stations that do not have specialized administrative functions.	process and accounts receivable reporting and manages collections vendors for television, radio or digital networks.	resources programs for television, radio or digital networks, including recruitment, training, compensation, benefits and HRIS. Ensures compliance with laws and regulations.
Division-Wid (Corporate)	le		51510 Division Head, IT	52010 Division Head, Finance and Acctg			53010 Division Head, HR
Head of	Regional (multi- market)		51510.5 Region Head, IT	52010.5 Region Head, Finance and Acctg			53010.5 Region Head, HR
Function	Market / Station		51511 Market / Station Head, IT	52011 Market / Station Head, Finance and Acctg			53011 Market / Station Head, HR
Vice Presider (if not Head)	nt		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 Indivi	idual		51524 Sr IT Specialist <i>(New)</i>				
Journey Indi Contributor	ividual		51525 IT Specialist	52025 Financial Analyst 52025.1 Accountant <i>(New)</i>	52325 Station Business Mgr (New)	52525 Credit and Collections Analyst	53025 HR Generalist / Business Partner
Associate In Contributor	dividual		51526 Assoc IT Specialist (New)				
Coordinator		51027 Admin Assistant to General Mgr		52027 Finance and Acctg Coord			
Assistant							

