

**GENERAL SERVICES ADMINISTRATION**  
**Federal Supply Service**  
**Authorized Federal Supply Schedule Price List**

*Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage, a menu driven database system. The Internet address for GSA Advantage is: <http://www.fss.gsa.gov>*

**Advertising and Integrated Marketing Solutions (AIMS)**

**FSC Group: 541**

SIN 541-1 Advertising Services  
SIN 541-4B Video/Film Production  
SIN 541-1000 Other Direct Costs

Contract Number: **GS-23F-0094M**

Period Covered by Contract: **February 1, 2007 through January 31, 2012**  
Catalog effective through Modification #AO05 dated June 23, 2009



The Maslow Media Group, Inc.  
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Washington, DC 20007-4121  
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*For more information on ordering from Federal Supply Service Schedules click on FSS Schedules at [fss.gsa.gov](http://fss.gsa.gov).*



**GSA Pricing**

<b>SIN</b>	<b>Labor Category</b>	<b>GSA Rate Per hour w/IFF</b>
541-1,541-4B	Administrative Assistant I	\$38.95
541-1,541-4B	Administrative Assistant II	\$60.80
541-4B	Animator	\$190.00
541-4B	Art Director	\$78.38
541-1,541-4B	Audio Engineer I	\$66.50
541-1,541-4B	Audio Engineer II	\$78.85
541-1,541-4B	Audio Engineer III	\$95.25
541-1,541-4B	Audio Technician I	\$58.78
541-1,541-4B	Audio Technician II	\$75.05
541-1,541-4B	Audio Technician III	\$89.06
541-4B	Audio Visual Technician I	\$68.88
541-4B	Audio Visual Technician II	\$90.25
541-4B	Audio Visual Technician III	\$114.00
541-4B	Betacam SP Crew	\$206.63
541-1,541-4B	Camera Operator I	\$70.30
541-1,541-4B	Camera Operator II	\$89.02
541-1,541-4B	Camera Operator III	\$104.50
541-4B	Character Generator Operator	\$65.31
541-4B	Digibeta Camera Crew	\$265.89
541-1,541-4B	Director I	\$71.25
541-1,541-4B	Director II	\$91.77
541-1,541-4B	Director III	\$104.50
541-4B	Director IV	\$285.00
541-4B	Director of Photography	\$98.09
541-4B	Director/Technical Director	\$138.35
541-4B	DVC Pro Camera Crew	\$222.30
541-4B	DVCam Camera Crew	\$199.50
541-1,541-4B	Editor I	\$78.38
541-1,541-4B	Editor II	\$98.56
541-1,541-4B	Editor III	\$109.25
541-4B	Editor IV	\$194.75
541-1,541-4B	Engineer I	\$88.23
541-1,541-4B	Engineer II	\$106.40
541-1,541-4B	Engineer III	\$118.75
541-1,541-4B	Graphic Designer I	\$71.25
541-1,541-4B	Graphic Designer II	\$85.50
541-1,541-4B	Graphic Designer III	\$109.85



SIN	Labor Category	GSA Rate Per hour w/IFF
541-4B	Graphic Designer IV	\$85.50
541-4B	HD Camera Crew	\$318.61
541-4B	HD XD Camera Crew	\$268.61
541-4B	HDV Camera Crew	\$252.35
541-4B	Jib Camera Operator	\$105.90
541-1,541-4B	Lighting Designer	\$89.30
541-1,541-4B	Lighting Director	\$98.80
541-4B	Lighting Director II	\$83.13
541-1,541-4B	Lighting Technician I	\$72.07
541-1,541-4B	Lighting Technician II	\$83.13
541-4B	Makeup Artist	\$106.88
541-4B	Media Trainer	\$403.75
541-4B	Multimedia Specialist I	\$204.25
541-1,541-4B	Producer I	\$85.50
541-1,541-4B	Producer II	\$102.05
541-1,541-4B	Producer III	\$114.00
541-4B	Producer IV	\$130.63
541-4B	Production Assistant	\$58.85
541-4B	Production Coordinator	\$83.13
541-4B	Production Manager	\$115.78
541-1,541-4B	Production Technician I	\$73.63
541-1,541-4B	Production Technician II	\$87.88
541-1,541-4B	Production Technician III	\$102.13
541-4B	Production Technician IV	\$111.15
541-1,541-4B	Project Manager I	\$118.75
541-1,541-4B	Project Manager II	\$152.00
541-4B	Researcher	\$94.41
541-4B	Scriptwriter	\$129.20
541-4B	Sr Level Media Consultant	\$261.25
541-4B	Steadicam Operator	\$285.00
541-4B	Still Photographer I	\$178.13
541-4B	Still Photographer II	\$256.50
541-4B	Tape Librarian	\$83.13
541-4B	Transcriptionist	\$87.95
541-1,541-4B	Writer I	\$77.19
541-1,541-4B	Writer II	\$89.06
541-1,541-4B	Writer III	\$106.88



**OTHER DIRECT COSTS**

<b>SIN #</b>	<b>Field Equipment</b>		<b>GSA Rate w/IFF</b>
541-1000	Betacam SP - ENG/EFP camera w/recorder & Lens		\$604.50
541-1000	Digital Betacam - ENG/EFP camera w/recorder & Lens		\$906.75
541-1000	HDX900 Camera Package w/recorder & Lens		\$1,007.50
541-1000	XD HD camera package w/recorder & lens		\$806.00
541-1000	DVCam package w/recorder & lens		\$564.20
541-1000	DVC Pro package w/recorder & lens		\$604.50
541-1000	HD MiniDV package w/recorder & lens		\$352.63
541-1000	Wide Angle Lens		\$251.88
541-1000	Matte Box w/filters		\$60.45
541-1000	Audio package for field		\$176.31
541-1000	Wireless Lavalier Microphones		\$85.64
541-1000	Switcher Package (Flypack)		\$503.75
541-1000	Satellite Uplink Truck - 2 channel digital		\$2,518.75
541-1000	Grip Truck (3 ton)		\$314.34
541-1000	Grip Truck (5 ton)		\$453.38
541-1000	1200 W HMI Fresnel Silver BULLET Light		\$498.71
541-1000	Super Crank Stand		\$75.56
541-1000	400 W HMI Light		\$183.37
541-1000	200 W HMI Light		\$157.17
541-1000	4 Light 1000W Kit		\$60.45
541-1000	Kino Flo Lighting Package		\$302.25
541-1000	Peewee Dolly		\$261.95
541-1000	4' Dolly Track		\$8.38
541-1000	8' Dolly Track		\$12.57
541-1000	Camera JIB (MEDIUM SIZED)		\$226.69
541-1000	Generator (30 AMP Honda Inverter)		\$100.75
541-1000	Teleprompter equipment (field w/laptop)		\$251.88
541-1000	250 Gig Hard Drive		\$130.98
541-1000	Studio Rental		\$3,022.50
541-1000	Webcasting Console		\$1,158.63
<b>Sin #</b>	<b>Post Production</b>		<b>GSA Rate w/IFF</b>
541-1000	Avid Editing (room & editor)		\$1,612.00
541-1000	Music Drops	EA	\$226.69
541-1000	DVD Master	EA	\$125.94
541-1000	Audio Recording Session for VO		\$80.60/hour



Sin #	Audio Visual Equipment		GSA Rate w/IFF
541-1000	LCD Projector		\$352.63
541-1000	Audio Mixer		\$35.26
541-1000	DVD Player		\$75.56
541-1000	Mackie SRM450 Powered Speaker (or equivalent)		\$75.56
541-1000	UHF-A Wireless Mic System		\$100.75
541-1000	Adjustable Table Mic Stand		\$10.08
541-1000	Condenser Podium Mic		\$25.19

- ODC prices are based on a daily rate unless an item is noted otherwise.
- ODC rates are ceiling prices.



## COMPANY OVERVIEW

The Maslow Media Group, Inc. is a small, woman-owned company that was incorporated in 1989 to provide commercial and government customers with professional on-site audiovisual, technical video and film production specialists, multimedia specialists, camera crews broadcast and information industry staff for the video, audiovisual, film, and multimedia industries.

Since 1989, The Maslow Media Group has demonstrated an ability to retain competent, experienced and trained staff on-site. These people are paid on a timely basis, have excellent benefits, and adhere to a code of conduct and ethics as they serve our customers. Today, The Maslow Media Group, Inc. is a recognized leader in media staffing drawing upon a database of over 30,000 people, nationwide.

We provide people in all segments of the industry whether production or post-production, creative, operations, technical, engineering, audiovisual or administrative staff. Our teaming relationships with other companies who also have GSA schedule contracts can assist our clients in a "One-Stop" approach to their needs.

The Maslow Media Group provides customized media and public relations services where we develop media messages and strategies, and we prepare media materials, schedule broadcasts, satellite services, and webcasting. We draft storyboards/scripts/flowcharts, provide TV monitoring, paid advertising, media buying and we produce radio, television and public service announcements. We provide website design, commercial art/graphic design, photography, conference and events planning, tradeshows/exhibit services, press and public relations, videotape and film production. We are most noted for our ability to provide videotape and film production services along with creative and technical personnel that are a part of these services. (Producing, writing, directing, shooting, editing, acting, narrating, music and sound production, scoring music, producing sound effects, graphics, animation, along with duplication and distribution of the finished product.)

The Maslow Media Group, Inc. has grown to serve the needs of a diverse group of government agencies, Fortune 500 companies, cable companies, television stations and award-winning production houses worldwide. Some of our clients include: U.S. Customs and Border Protection (Homeland Security), Alcohol, Tobacco and Firearms (ATF), U.S. Department of Interior, U.S. Department of State, U.S. Department of Commerce, U.S. Senate, National Defense University, CIA, Montgomery County Cable Television, Pfizer Corporation, National Geographic, Morgan Stanley, and others.



## CUSTOMER INFORMATION

- 1a. Table of Awarded Special Item Numbers:
  - 541-1: Advertising Services
  - 541-4B: Video/Film Production
  - 541-1000: Other Direct Costs (ODCs)
- 1b. Prices shown herein are net prices. Price list included
- 1c. The Maslow Media Group, Inc. is offering labor categories at hourly rates.
2. Maximum order: \$1,000,000
3. Minimum order: \$100.00
4. Geographic coverage: Worldwide
5. Point(s) of production (city, county, and state, or foreign country): Not applicable
6. Discount from list prices or statement of net prices: See pricelist
7. Quantity Discounts: None
8. Prompt payment terms: None
- 9a. Government Purchase Cards are accepted at or below the micro-purchase threshold of \$3,000.00.
- 9b. Government Purchase Cards are accepted above the micro-purchase threshold of \$3,000.00.
10. Foreign items: Not applicable
- 11a. Time of Delivery: To be negotiated at the task order level
- 11b. Expedited delivery: Contact Contractor
- 11c. Overnight and 2-day delivery: Contact Contractor
- 11d. Urgent Requirements: Contact Contractor
12. F.O.B. point(s): Destination



- 13a. Ordering address:  
The Maslow Media Group, Inc.  
2233 Wisconsin Avenue, NW Suite 400  
Washington, D.C. 20007-4121
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).
- 14. Payment address:  
The Maslow Media Group, Inc.  
2233 Wisconsin Avenue, NW Suite 400  
Washington, D.C. 20007-4121
- 15. Warranty Provision: Not applicable
- 16. Export packing charges: Not applicable
- 17. Terms and conditions of Government Purchase Card acceptance (any thresholds above the micro-purchase level): Not applicable
- 18. Terms and conditions of rental, maintenance and repair: Not applicable
- 19. Terms and conditions of installation: Not applicable
- 20. Terms and conditions of repair parts: Not applicable
- 20a. Terms and conditions for any other services:  
The contractor shall not be liable for any injury to Government personnel or damage to Government property arising from the use of equipment maintained by the Contractor, unless the injury or damage is due to the fault or negligence of the Contractor.
- 21. List of services and distribution points: Not applicable
- 22. List of participating dealers: Not applicable
- 23. Preventive maintenance: Not applicable
- 24. Year 2000 (Y2K) Compliant: Yes
- 24a. Special attributes such as environmental attributes: Not applicable



- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services: Not applicable
- 25. Data Universal Number System (DUNS) number: 785805011
- 26. Notification regarding registration in Central Contract Registration (CCR) database: Registered



## **LABOR CATEGORY DESCRIPTIONS**

### **Job Title: ADMINISTRATIVE ASSISTANT I**

**Minimum General Experience:** Entry level position must have good typing and word processing skills, know Microsoft Word and Excel and be computer literate. Must have strong interpersonal and organizational skills.

**Functional Responsibility:** Assists by handling correspondence, coordinating schedules and appointments, handling calls, scheduling travel, running errands, filing, photocopying, distributing information, and facilitating the efficient daily operation of the facility.

**Minimum Education:** High School or GED

### **Job Title: ADMINISTRATIVE ASSISTANT II**

**Minimum General Experience:** 2 years experience in an administrative role with the ability to write documents. Have excellent interpersonal, organizational and some logistics coordination experience, high level of word processing skills including Word, Excel, and PowerPoint.

**Functional Responsibility:** Assists in the preparation of plans, reports, briefings and presentations. Assists by handling correspondence, coordinating schedules and appointments, handling calls, scheduling travel, running errands, filing, photocopying, distributing information, and facilitating the efficient daily operation of the facility.

**Minimum Education:** High School or GED

### **Job Title: ANIMATOR**

**Minimum General Experience:** Three years of experience in animation, with one year of experience with software programs such as Alias/Wavefront/Maya

The 3-D animator must demonstrate a fluent expertise with complex software programs.

**Functional Responsibility:** This person provides creative animations that are life-like and are used for videos, webcasts, CD-ROMs, and DVD formats.

**Minimum Education:** BA degree, Communications or related field. Four years of relevant experience can be substituted for degree.

### **Job Title: ART DIRECTOR**

**Minimum General Experience:** Eight years of experience as Art Director in the film and/or television industry.

**Functional Responsibility:** In film-style productions, the Art Director works with the Producer and the Director to create the overall artistic approach of the program and ensure that artistic vision is realized. He or she helps scout locations, design sets, acquire furniture, purchase or fabricate props, suggest camera angles or positions, consult with the costume and makeup departments, and consult with the editor and graphic artist during post production.

**Minimum Education:** BA degree in Fine Arts, Theater or Film or related field.



**Job Title: AUDIO ENGINEER I**

**Minimum General Experience:** Two years relevant working experience in a broadcast, post production facility or recording environment.

**Functional Responsibility:** Sets up sound systems, cables, and monitors levels on mixers for studio, field or special events.

**Minimum Education:** High School or GED

**Job Title: AUDIO ENGINEER II**

**Minimum General Experience:** 4 year s experience in a broadcast facility or post production environment. Able to operate studio consoles and record audio.

**Functional Responsibility:** Supervises audio technicians. Works closely with broadcast engineers. Sets up sound systems, cables, and monitors levels on mixers for studio, field or special events.

**Minimum Education:** High School or GED

**Job Title: AUDIO ENGINEER III**

**Minimum General Experience:** 8 years experience in a broadcast facility or post production environment. Able to operate studio consoles and record audio, understands the delivery of audio media whether tape, disc, or electronic/Internet transmissions.

**Functional Responsibility:** Supervises audio technicians. Works closely with broadcast engineers. Works in the field and in the studio. Sets up sound systems, cables, and monitors levels on mixers for studio, field or special events. Troubleshoots and maintains equipment.

**Minimum Education:** High School or GED

**Job Title: AUDIO TECHNICIAN I**

**Minimum General Experience:** One year as technical production assistant working in a studio or field environment.

**Functional Responsibilities:** Acts as an assistant to the Audio Engineer pulling and coiling cable, setting up microphones, holding boom mics, packing and unpacking equipment.

**Minimum Education:** High School

**Job Title: AUDIO TECHNICIAN II**

**Minimum General Experience:** Two years working as audio technician in a studio or field environment.

**Functional Responsibility:** Acts as an assistant to the Audio Engineer setting up microphones, holding boom mics, helping set up remote communications in the studio, as well as communications setup from the field. Executes the set up of Audio Engineer's sound system design.

**Minimum Education:** High School



**Job Title: AUDIO TECHNICIAN III**

**Minimum General Experience:** At least four years working as audio technician in a studio or field environment.

**Functional Responsibility:** Acts as assistant to the Audio Engineer in setting up microphones, holding boom mics, helping set up remote communications in the studio, as well as communications setup from the field. Monitors remote communications from the field and executes the set up of Audio Engineer's sound system design.

**Minimum Education:** High School

**Job Title: AUDIO VISUAL TECHNICIAN I**

**Minimum General Experience:** Two years experience with the setup and operation of conference rooms, auditoriums, theater, hotels (special events) and/or broadcast environment. Must have both good customer service and technical skills.

**Functional Responsibility:** Sets up and operates projection systems, audio systems, microphones, and room control systems. Able to assist presenters with PowerPoint software and computer interfaces to the audiovisual systems.

**Minimum Education:** High school or GED.

**Job Title: AUDIO VISUAL TECHNICIAN II**

**Minimum General Experience:** Four years experience with the setup and operation of conference rooms, auditoriums, theater, hotels (special events) and/or broadcast environment. Must have both good customer service and technical skills.

**Functional Responsibility:** Troubleshoots audiovisual equipment and works with audio systems, video systems, control systems along with computer hardware and software. Sets up and operates projection systems, audio systems, microphones, and room control systems. Able to assist presenters with PowerPoint software and computer interfaces to the AV systems.

**Minimum Education:** High School or GED

**Job Title: AUDIO VISUAL TECHNICIAN III**

**Minimum General Experience:** Eight years experience with live staging as well as the setup and operation of conference rooms, auditoriums, theater, hotels (special events) and/or broadcast environment. Must have both good customer service and technical skills.

**Functional Responsibility:** Works with less skilled technicians along with engineers and customers to resolve problems. Troubleshoots audiovisual equipment and works with audio systems, video systems, control systems along with computer hardware and software. Sets up and operates projection systems, audio systems, microphones, and room control systems. Able to assist presenters with PowerPoint software and computer interfaces to the AV systems.

**Minimum Education:** High School or GED, Technical training

**Job Title: BETACAM SP CREW**

**Minimum General Experience:** Five years of prior live and taped field audio and video experience for news, documentaries, television shows, corporate, or commercial clients. Must be proficient in the operation of Betacam SP camera systems. Must be able to make quick decisions and operate independently.

**GS-23F-0094M**

**[www.maslowmedia.com](http://www.maslowmedia.com)**



**Functional Responsibilities:** The crew is responsible for setting up and operating Betacam SP camera systems and field, battery powered mixers for location shoots to air live or be videotaped. They are responsible for the selection of lenses and the operation of equipment such as tripods, dollies, matte boxes, mult-boxes, all models of microphones, and lights.

**Minimum Education:** High School or GED with other specialized training.

**Job Title: CAMERA OPERATOR I**

**Minimum General Experience:** Two years experience as a camera operator in a studio setting, and 2 years experience in the field. Must have experience with all standard moves, pan, tilt, zoom and know how to white balance.

**Functional Responsibility:** Records video and audio in various camera types that may include DVC Pro, Betacam, or High Definition.

**Minimum Education:** High School or GED.

**Job Title: CAMERA OPERATOR II**

**Minimum General Experience:** 4 years experience as a camera operator in a studio setting, and 2 years experience in the field. Must have experience with setting up camera, all standard moves, pan, tilt, zoom, and know how to white balance. Must have knowledge of tape decks, tape stock, all professional terminology, and take direction from a director.

**Functional Responsibility:** Records video and audio with various camera types that may include DVC Pro, Betacam, or High Definition

**Minimum Education:** High School or GED

**Job Title: CAMERA OPERATOR III**

**Minimum General Experience:** 8 years experience as a camera operator in a studio setting, and 2 years experience in the field. Must have experience with all standard moves, pan, tilt, zoom, and know shading, tweaking, and balancing. Must have knowledge of tape decks, tape stock, all professional terminology and take direction from a director. Must understand different lenses and their uses, select the right tape stock or film for any occasion.

**Functional Responsibility:** Records video and audio with various camera types that may include DVC Pro, Betacam, or High Definition.

**Minimum Education:** High School or GED

**Job Title: CHARACTER GENERATOR OPERATOR**

**Minimum General Experience:** 3 years experience as a character generator operator in a live broadcast environment. He/She must be able to work quickly and accurately, and be an above average speller. He/She should be able to use other graphics programs, such as Adobe Photoshop, that integrate with character generator programs.

**Functional Responsibility:** This individual operates a broadcast character generator such as Chyron Duet or a Type Deko. He/She should be able to design, create, save and play back graphical show elements such as backgrounds, banners, titles, lower thirds and credit rolls.

**Minimum Education:** AA degree in Communications or TV Production.



**Job Title: DIGIBETA CAMERA CREW**

**Minimum General Experience:** 10 years of prior live and taped field audio and video experience for news, documentaries, television shows, corporate or commercial clients. Must be proficient in operation of Digibeta Camera systems. Must be able to make quick decisions and operate independently.

**Functional Responsibilities:** The crew is responsible for setting up and operating Digibeta Camera systems and field, battery powered mixers for location shoots to air live or be videotaped. They are responsible for the selection of lenses and the operation of equipment such as tripods, dollies, matte boxes, multi-boxed, all models of microphones and lights.

**Minimum Education:** High School or GED with other specialized training.

**Job Title: DIRECTOR I**

**Minimum General Experience:** 5 years experience in the studio as technical director or similar technical position or associate director.

**Functional Responsibility:** Directs the shoot in the field and/or studio and acts a liaison with the Producer and the technical staff. Works with the supervising or executive producer and has control over the setup of shots, oversees the film or video in scope and direction.

**Minimum Education:** BA, Communication/Film or equivalent or four years of relevant experience acceptable.

**Job Title: DIRECTOR II**

**Minimum General Experience:** 7 years experience in the field and the studio as camera operator or similar technical position which includes 2 years as a director.

**Functional Responsibility:** In charge of the actual on line execution of a program. Studies scripts to determine artistic interpretation, plans and arranges for shoots. Can serve as producer for entire programs or for the production of portions of larger programs. Directs the shoot in the field and/or studio and acts a liaison with the Producer and the technical staff. Works with the supervising or executive producer and has control over the setup of shots, oversees the film or video in scope and direction.

**Minimum Education:** BA, Communication/Film or equivalent or four years of relevant experience acceptable.

**Job Title: DIRECTOR III**

**Minimum General Experience:** 9 years experience in the field and the studio as camera operator or similar technical position that includes 4 years as a director. Experience with directing a long format production, such as a feature or documentary film or video to provide sufficient footage for purposes of postproduction.

**Functional Responsibility:** Studies scripts to determine artistic interpretation, plans and arranges for shoots. Plans, directs, and coordinates filming or taping, instructs camera operators on the position and angle of shots, coordinates lighting and sound. May select, and cast for roles,



conduct screen tests and auditions. Directs the shoot in the field and/or studio and acts a liaison with the Producer and the technical staff. Works closely with the lighting designer and Supervising or executive producer and has control over the setup of shots, oversees the film or video in scope and direction.

**Minimum Education:** BA, Communication/Film or equivalent or four years of relevant experience acceptable.

**Job Title: DIRECTOR IV**

**Minimum General Experience:** 12 years experience in the field and the studio as a camera operator or similar technical position, with 7 year experience as a director.

**Functional Responsibility:** Also know as Director of Photography. Full responsibility for the overall look, composition, lighting, and production of shooting. Studies scripts to determine artistic interpretation, plans and arranges for shoots. Plans, directs, and coordinates filming or taping, instructs camera operators on the position and angle of shots, coordinates lighting and sound. May select, and cast for roles, conduct screen tests and auditions. Directs the shoot in the field and/or studio and acts a liaison with the Producer, actors, and the technical staff. Works closely with the lighting designer and supervising or executive producer and has control over the setup of shots, oversees the film or video in scope and direction. Full responsibility for the overall look, composition, lighting, and production of shooting. Works with the cinematographer to determine power and equipment requirements for each location.

**Minimum Education:** BA, Communication/Film or equivalent or four years of relevant experience acceptable.

**Job Title: DIRECTOR OF PHOTOGRAPHY**

**Minimum General Experience:** 15 years videographer and camera operator with 5 years as Director of photography.

**Functional Responsibility:** Responsible for planning and executing all videography, in consultation with, and under the direction of the Director. This person works closely with the Lighting Director to produce images that are dynamic, visually appealing, and within engineering specifications for video. This person may be required to select lenses and work with tripods, dollies, cranes, steadicams, matte boxes, or other equipment and/or direct those who specialize in using such equipment.

**Minimum Education:** High school or GED, studio and field training.

**Job Title: DIRECTOR/TECHNICAL DIRECTOR**

**Minimum General Experience:** 10 years experience with 5 years of live broadcast directing, as well as experience as a technical director.

**Functional Responsibility:** The Director directs live broadcasts and other studio productions. He or she is responsible for all aspects of the production and for supervising and coordinating the efforts of all members of the production crew. The Director must be highly skilled in directing and managing complex, live, scripted productions that have multiple guests, roll-ins, and live call-ins. He or she must be able to “call a show” and supervise the graphic artist, audio engineer, broadcast engineer, floor director,



teleprompter operator, and multiple camera operators. As Technical Director, operates the video switcher that controls all incoming and outgoing video sources (Grass Valley iDDR, Ross Synergy 2, Grass Valley 250, Grass Valley Zodiac, or equivalent). Is responsible for setting up digital video effects, switching between cameras and other sources, keying graphics over live video, setting cues for tape roll-ins, and other activities related to using a switcher.

**Minimum Education:** BA in Film and Video, Communications or other related degree or experience equivalent.

**Job Title: DVC AM CAMERA CREW**

**Minimum General Experience:** 5 years of prior live and taped field audio and video experience for news, documentaries, television shows, corporate or commercial clients. Must be proficient in the operation of DVCam camera systems. Must be able to make quick decisions and operate independently.

**Functional Responsibilities:** The crew is responsible for setting up and operating Betacam SP camera systems and field, battery powered mixers for location shoots to air live or be videotaped. They are responsible for selection of lenses and the operation of equipment such as tripods, dollies, matte boxes, mult-boxes, all models of microphones and lights.

**Minimum Education:** High School or GED with other specialized training.

**Job Title: DVC PRO CAMERA CREW**

**Minimum General Experience:** 10 years of prior live and taped field audio and video experience for news, documentaries, television shows, corporate, or commercial clients. Must be proficient in the operation of DVC Pro camera systems. Must be able to make quick decisions and operate independently.

**Functional Responsibilities:** The crew is responsible for setting up and operating DVC Pro camera systems and field, battery powered mixers for location shoots to air live or be videotaped. They are responsible for selection of lenses and the operation of equipment such a tripods, dollies, matte boxes, mult-boxes, all models of microphones and lights.

**Minimum Education:** High School or GED with other specialized training.

**Job Title: EDITOR I**

**Minimum General Experience:** 1 year experience in an edit room or as an assistant editor in film or video. Working knowledge of technical video editing equipment operation.

**Functional Responsibility:** Responsible for digitizing the sound and film elements in preparation for the edit. Assists the edit team in organizing, modifying, and completing finished program material for client approval.

**Minimum Education:** BA degree in Media/Communications or equivalent or additional years of relevant experience acceptable.



**Job Title: EDITOR II**

**Minimum General Experience:** 3 years experience in editing film or video. Working knowledge of technical video editing equipment operation.

**Functional Responsibility:** Responsible for digitizing the sound and film elements in preparation for the edit. Organizes, modifies, and completes finished program material for client approval and final editing into deliverable forms along with work orders for client billing. Operates editing equipment and software systems and duplicates edited material.

**Minimum Education:** BA degree in Media/Communications or equivalent or four years of relevant experience acceptable.

**Job Title: EDITOR III**

**Minimum General Experience:** 5 years experience in editing film or video. Working knowledge of technical video editing equipment operation.

**Functional Responsibility:** Responsible for organizing the tape elements in preparation for the edit. Organizes, modifies, and completes finished program material for client approval by editing the visual elements of the film or video working with linear and non-linear edit systems. Operates and maintains editing equipment and software systems and duplicates edited material. Works with color correction, online session and mix, if necessary. Submits shot sheet and gets music cut sheet.

**Minimum Education:** BA degree in Media/Communications or equivalent or four years of relevant experience acceptable.

**Job Title: EDITOR IV**

**Minimum General Experience:** 10 years experience in editing film or video. Working knowledge of technical video editing equipment operation.

**Functional Responsibility:** Provides a full range of services as an editor, overseer of graphics and work with linear and non-linear edit systems. Capable of acting in a supervisory capacity. Organizes, modifies, and completes finished program material for client approval by editing the visual elements of the film or video into a rough cut, a fine cut and sound and final editing into deliverable forms along with work orders for client billing. Operates and maintains editing equipment and software systems and duplicates edited material. Works with color correction, online session and mix if necessary submits shot sheet and gets music cut sheet.

**Minimum Education:** BA degree in Media/Communications or equivalent or four years of relevant experience acceptable.

**Job Title: ENGINEER I**

**Minimum General Experience:** 5 years in an engineering environment in a broadcast or post production facility. Understands all technical and electrical aspects of systems be able to use waveform monitors and vector scopes, troubleshoot and maintain equipment.

**Functional Responsibility:** Operates equipment and coordinates the integration of video production and graphic design technology to support the engineer in charge.



**Minimum Education:** AA degree in Electronics or equivalent or four years of relevant experience acceptable.

**Job Title: ENGINEER II**

**Minimum General Experience:** 7 years in an engineering environment in a broadcast or post production facility. Understands all technical and electrical aspects of systems be able to use waveform monitors and vector scopes, troubleshoot and maintain equipment.

**Functional Responsibility:** Handles more sophisticated equipment, reviews, recommends, and purchases new technologies. Operates and maintains equipment; coordinates the integration of video production and graphic design technology to support the engineer in charge.

**Minimum Education:** AA degree in Electronics or equivalent or four years of relevant experience acceptable.

**Job Title: ENGINEER III**

**Minimum General Experience:** 9 years in an engineering environment in a broadcast or post production facility. Understands all technical and electrical aspects of systems be able to use waveform monitors and vector scopes, troubleshoot and maintain equipment. Has experience with video teleconferencing events, satellite technology, along with systems design and installation. Familiar with new media, such as web streaming and other digital technologies.

**Functional Responsibility:** Directs the activities of technicians for installation and maintenance. Operates and maintains equipment; coordinates the integration of video production and graphic design technology to support the engineer in charge.

**Minimum Education:** AA degree in Electronics or equivalent or four years of relevant experience acceptable.

**Job Title: GRAPHIC DESIGNER I**

**Minimum General Experience:** 3 years of relevant working experience in graphics, with brochures, reports, illustrations, training materials, or advertising, TV or Film.

**Functional Responsibility:** Designs and produces art and copy layouts for visual communication media. Maintains image resource files, system for archiving graphic designs.

**Minimum Education:** BA, Graphics, Design or equivalent or four years of relevant experience acceptable.

**Job Title: GRAPHIC DESIGNER II**

**Minimum General Experience:** 5 years of relevant working experience working in graphics, with brochures, reports, illustrations, training materials, or advertising, TV or film.

**Functional Responsibility:** Develops, designs, creates layouts, works with art, graphic elements for visual communication media with various software packages. Works with still photo and video images, negotiates rates for clearances and rights.

**Minimum Education:** BA, Graphics, Design or equivalent or four years of relevant experience acceptable.



**Job Title: GRAPHIC DESIGNER III**

**Minimum General Experience:** 10 years of relevant working experience working in graphics, with brochures, reports, illustrations, training materials, advertising, TV or film. Senior level person who has managed other designers or multimedia specialists.

**Functional Responsibility:** Develops, designs, creates layouts, works with art, graphic elements for visual communication media with various software packages. Works with still photos and negotiates rates for clearances and rights.

**Minimum Education:** BA, Graphics, Design or equivalent or four years of relevant experience acceptable.

**Job Title: GRAPHIC DESIGNER IV**

**Minimum General Experience:** 12 years of relevant experience working in graphics, with brochures, reports, illustrations, training materials, advertising, TV or film. Senior level person who has managed other designers or multimedia specialists.

**Functional Responsibility:** Develops, designs, creates layouts, works with art, graphic elements for visual communication media with various software packages. Works with still photos and negotiates rates for clearances and rights.

**Minimum Education:** BA Graphics, Design or equivalent or four years of relevant experience acceptable.

**Job Title: HD CAMERA CREW**

**Minimum General Experience:** 10 years of prior live and taped field audio and video experience for news, documentaries, television shows, corporate and commercial clients. Must be proficient in operation of HD cameras such as Cine Alta and Vericam. Must be able to make quick decisions and operate independently.

**Functional Responsibilities:** The crew is responsible for setting up and operating HD cameras and field, battery powered mixers for location shoots to air live or be videotaped. They are responsible for the selection of lenses and the operation of equipment, such as tripods, dollies, matte boxes, mult-boxes, all models of microphones, and lights.

**Minimum Education:** High School or GED with other specialized training.

**Job Title: HD XD CAMERA CREW**

**Minimum General Experience:** 10 years of prior live and taped field audio and video experience for news, documentaries, television shows, corporate or commercial clients. Must be proficient in the operation of HD XDCam camera systems. Must be able to make quick decisions and operate independently.

**Functional Responsibilities:** The crew is responsible for setting up and operating HD XDCam camera systems and field, battery powered mixers for location shoots to air live or be videotaped. They are responsible for selection of lenses and the operation of equipment such as tripods, dollies, matte boxes, mult-boxes, all models of microphones and lights.

**Minimum Education:** High School or GED with other specialized training.



**Job Title: HDV CAMERA CREW**

**Minimum General Experience:** 10 years of prior live and taped field audio and video experience for news, documentaries, television shows, corporate or commercial clients. Must be proficient in the operation of HDV camera systems. Must be able to make quick decisions and operate independently.

**Functional Responsibilities:** The crew is responsible for setting up and operating HDV camera systems and field, battery powered mixers for location shoots to air live or be videotaped. They are responsible for selection of lenses and the operation of equipment such as tripods, dollies, matte boxes, mult-boxes, all models of microphones and lights.

**Minimum Education:** High School or GED with other specialized training.

**Job Title: JIB CAMERA OPERATOR**

**Minimum General Experience:** 8 years as video cameraman

**Functional Responsibility:** The Jib Camera Operator operates a camera jib, ensuring that “crane” shots meet the needs of the Director and the Producer.

**Minimum Education:** High School or GED. Specialized in jib training.

**Job Title: LIGHTING DESIGNER**

**Minimum General Experience:** 5 years of experience as a lighting technician with a background in lighting systems, grids and artistic lighting for studio/special events.

**Functional Responsibility:** Works directly with either still photographer, video or film director to produce the various lighting elements required (placement, intensity, color). Reviews lighting effects with staff and clients. May supervise setup by lighting technicians.

**Minimum Education:** BA, Art/Communications/Film or equivalent or additional years of relevant experience acceptable.

**Job Title: LIGHTING DIRECTOR I**

**Minimum General Experience:** 6 to 8 years experience as grip or lighting technician with emphasis on lighting for film or video in studio and locations shoots with multiple instruments and lighting control devises.

**Functional Responsibilities:** Works with the director and designer to produce lighting schemes, and also responsible for handling, focusing and operating all lighting equipment in the studio and in a field environment. Supervises grips and lighting technicians, as well as procuring rental equipment when needs arise.

**Minimum Education:** BA in Film/Video Production or four years of relevant experience.

**Job Title: LIGHTING DIRECTOR II**

**Minimum General Experience:** 10 years of relevant working experience as a Lighting Designer or 5 years experience as a Lighting Director I, with a background in lighting

GS-23F-0094M

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design for film or video in studio and location shoots with multiple instruments and lighting control devices.

**Functional Responsibility:** Works with the director to produce special effect lighting to include “day for night”, “theatrical lighting” and other special lighting to create mood and movement. Must be able to translate lighting concepts and script requirements into functional lighting for recording purposes.

**Minimum Education:** BA, Art/communications/Film or four years of relevant experience.

**Job Title: LIGHTING TECHNICIAN I**

**Minimum General Experience:** 3 years as a grip or gaffer. Must possess some training and/or experience with electrical systems.

**Functional Responsibility:** Runs cable, makes connections, multiplex boxes, determine electrical requirements for lighting of studio, special events, or location shoots.

**Minimum Education:** High School or GED.

**Job Title: LIGHTING TECHNICIAN II**

**Minimum General Experience:** 5 years as a grip or gaffer including some lighting technician experience. Must possess some training and/or experience with electrical systems.

**Functional Responsibility:** Runs cable, makes connections, multiplex boxes, determine electrical requirements for lighting of studio, special events, or location shoots.

**Minimum Education:** High School or GED.

**Job Title: MAKEUP ARTIST**

**Minimum General Experience:** 5 years experience as a makeup artist for still photography, television or film. Experienced with makeup applications to all types/color of skin and hair. Familiar with a wide variety of makeup products and allergen reactions.

**Functional Responsibility:** Prepares performers skin for the application and removal of makeup. Provide own makeup kit and/or equipment for special effects and even prosthetics is required.

**Minimum Education:** Must be a licensed cosmetologist.

**Job Title: MEDIA TRAINER**

**Minimum General Experience:** 5 years of experience in media training, writing news releases, and providing coaching adult learners in communications, and media related topics.

**Functional Responsibility:** Writing course materials and handouts, creating power point presentations, develop instructor outline or syllabus, plan and execute training in a classroom setting. Post course review of students’ evaluations, and final reports.

**Minimum Education:** BA degree in journalism, communications, psychology, English, or a related field.



**Job Title: MULTIMEDIA SPECIALIST I**

**Minimum General Experience:** 3 years experience operating and implementing multimedia/multi-source systems. Familiar with graphics software such as Photoshop, Illustrator, QuarkXpress or Pagemaker.

**Functional Responsibility:** Able to manipulate images and digital art, design graphics such as: print media, logos, packaging design, brochures, newsletters, and signage, website and integration with video production.

**Minimum Education:** BA, Art, Communications, or related field or four years of relevant experience acceptable.

**Job Title: PRODUCER I**

**Minimum General Experience:** 5 years as an associate producer or production assistant. Must have understanding of all elements of production and some writing skills.

**Functional Responsibility:** Responsible for producing segments for a show, roll ins for live taping in a studio. Obtains needed releases, transportation for crews, book travel for crews, provides for other field crew needs.

**Minimum Education:** BA,TV/Film or equivalent field or four years of relevant experience acceptable.

**Job Title: PRODUCER II**

**Minimum General Experience:** 8 years as an associate producer, or production assistant. Must have understanding of all elements of production and some writing skills.

**Functional Responsibility:** Higher level of management responsibility for producing segments for a show, roll ins for live taping in a studio. Obtains needed releases, transportation for crews, book travel for crews, provides for other field crew needs. In addition provides logistical and editorial support, research on shooting location, or historical information.

**Minimum Education:** BA,TV/Film or equivalent field or four years of relevant experience acceptable.

**Job Title: PRODUCER III**

**Minimum General Experience:** 10 years as an associate producer/production assistant. Must have understanding of all elements of production and some writing skills.

**Functional Responsibility:** High level of management responsibility for producing segments for a show, roll ins for live taping in a studio. Obtains and needed releases, transportation for crews, book travel for crews, provides for other field crew needs. In addition provides logistical and editorial support, research on shooting location, scouting, presenting proposals and story ideas, managing production and postproduction phases.

**Minimum Education:** BA,TV/Film or equivalent field or four 1 years of relevant experience acceptable.



**Job Title: PRODUCER IV**

**Minimum General Experience:** 12 years experience as associate producer/production assistant. Must have understanding of all elements of production and some writing skills.

**Functional Responsibility:** Higher level of management responsibility for producing segments for a show, roll ins for live taping in a studio. Obtains and needed releases, transportation for crews, book travel for crews, provides for other field crew needs. In addition provides logistical and editorial decisions, budgeting, financial responsibility, research on shooting location, scouting, presenting proposals and story ideas, managing from concept through production and postproduction phases.

**Minimum Education:** BA,TV/Film or equivalent field or four years of relevant experience acceptable.

**Job Title: PRODUCTION ASSISTANT**

**Minimum General Experience:** 3 years of experience in a broadcast, production or post production facility.

**Functional Responsibility:** Provides miscellaneous services to the production and the producer-director. Duties may include logging tape, duplicating tape, digitizing footage in the Avid system, obtaining photo releases, assist crews in the field, and other miscellaneous duties as assigned. May be asked to act as script supervisor, contact and be liaison with on-air talent.

**Minimum Education:** AA degree in Communications or TV production, or equivalent.

**Job Title: PRODUCTION COORDINATOR**

**Minimum General Experience:** 5 years as a production coordinator in film or video.

**Functional Responsibility:** Coordinates all technical, editorial, and postproduction elements of the project. Manages inventory and schedules related to the production elements. Coordinates travel, schedules, equipment rental and studio crew assignments.

**Minimum Education:** BA,TV/Film or equivalent field or four years of relevant experience acceptable.

**Job Title: PRODUCTION MANAGER**

**Minimum General Experience:** 7 years experience of logistics, equipment rentals, and management of crews, preparing budgets, and coordinating and working with producers.

**Functional Responsibility:** Responsible for travel, lodging, transportation, permits, food, production schedules and budget. Hires the crews, rents the equipment, orders film or tape stock and provides overall support for the needs of the producer and crew. Works directly with the Producer and crew members.

**Minimum Education:** BA,TV/Film or equivalent field or additional years of relevant experience acceptable.



**Job Title: PRODUCTION TECHNICIAN I**

**Minimum General Experience:** 2 years experience with technical operations of video or film production as a gaffer or studio technician using some of the basic production equipment.

**Functional Responsibility:** This person should be able to move into several positions in the studio including master control, tape operations, and report to the producer or studio supervisor.

**Minimum Education:** High school or GED.

**Job Title: PRODUCTION TECHNICIAN II**

**Minimum General Experience:** 5 years experience with technical operations of video or film production as a gaffer or studio technician using most of the production equipment.

**Functional Responsibility:** This person should be able to move into several positions in the studio including camera operation, technical direction, sound, editing, master control, tape operations, and report to the producer or studio supervisor.

**Minimum Education:** High school or GED.

**Job Title: PRODUCTION TECHNICIAN III**

**Minimum General Experience:** 8 years experience with technical operations of video or film production as a studio technician using most of the production equipment.

**Functional Responsibility:** This person should be able to work in both the field and studio in several positions in the studio including camera operator, technical director, sound, editing, master control, tape operations, and report to the producer or studio supervisor.

**Minimum Education:** High school or GED.

**Job Title: PRODUCTION TECHNICIAN IV**

**Minimum General Experience:** 10 years experience with technical operations of video or film production as a studio technician using most of the production equipment.

**Functional Responsibility:** This person should be able to move into several positions in the field or in the studio including camera operator, technical director, floor manager, sound technician, editing, master control, tape operations, and report to the producer or studio supervisor. Should also be able to work with the new digital media equipment.

**Minimum Education:** High school or GED.

**Job Title: PROJECT MANAGER I**

**Minimum General Experience:** 5 years experience with audiovisual systems operation or video production and post production operations. Good customer service experience.

**Functional Responsibility:** Maintains working relationships with the Government Contracts Officer (CO) and the Contracting Officer's Technical Representative (COTR). Responsible for the overall management of the specific task orders insuring that they are completed on time and within budgetary constraints. Provides oral and written reports to both the Government and contractor management.

**GS-23F-0094M**

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**Minimum Education:** BA/BS, Management, Film, or technical equivalent

**Job Title: PROJECT MANAGER II**

**Minimum General Experience:** 8 years experience with audiovisual systems operation or video production and post production operations. Good customer service experience.

**Functional Responsibility:** Maintains working relationships with the Government Contracts Officer (CO) and the Contracting Officer's Technical Representative (COTR). Responsible for the overall management of the specific task orders insuring that they are completed on time and within budgetary constraints, has financial responsibility. Directs activities of other project personnel insuring that the technical solutions and schedules in the task order are implemented. Provides oral and written reports to both the Government and contractor management.

**Minimum Education:** BA/BS, Management, Film, or technical equivalent

**Job Title: RESEARCHER**

**Minimum General Experience:** 3 years experience in video production as an assistant or as an image librarian.

**Functional Responsibility:** Responsible for reviewing script drafts and cuts of the film or video confirming with sources each assertion of fact on the final script. Requires compiling research for the scriptwriters, researching for producers' photo archives, historical archives, screening stock footage and confirming sources for accuracy.

**Minimum Education:** High School or GED

**Job Title: SCRIPTWRITER**

**Minimum General Experience:** 3 years experience as a successful scriptwriter for a variety of subjects.

**Functional Responsibility:** Confers with the producers to determine goal of the story and then provides a working script including both audio and video from which to proceed with production. Conducts interviews if they are required, makes suggestions for narrators and type of talent.

**Minimum Education:** BA, English, Journalism, Communications or equivalent work experience.

**Job Title: SR. LEVEL MEDIA CONSULTANT**

**Minimum General Experience:** 7 years media experience with news media methods, standards, and practices. Familiar with media concepts, practices and procedures. Independent analysis and judgment required.

**Functional Responsibility:** Reviews media content, researches and responds to inquiries from news media via telephone, Internet or personal interviews. Provides broadcast commentary on activities or productions for media and public use. .

**Minimum Education:** BA, Broadcast Media, Journalism, or related area



**Job: STEADICAM OPERATOR**

**Minimum General Experience:** 8 years experience as video cameraman.

**Functional Responsibility:** The Steadicam Operator operates a steadicam, ensuring that steadicam shots meet the needs of the Director and the Producer.

**Minimum Education:** High School or GED with specific steadicam training.

**Job Title: STILL PHOTOGRAPHER I**

**Minimum General Experience:** 5 years of relevant working experience as a Still Photographer. Experience to include photographing events, people and places with a photojournalistic approach. Photographing video production stills for documentation and promotion purposes. Photoshop experience to include techniques in image manipulation and color control.

**Functional Responsibility:** Works with the director or program manager to determine subject matter and purpose.

**Minimum Education:** High school or GED or four years of relevant experience.

**Job Title: STILL PHOTOGRAPHER II**

**Minimum General Experience:** 10 years of relevant working experience as a Still Photographer. Experience to include photographing events, and specialized photography such as annual reports, portrait photography, advertising, product photography, and other creative photography.

**Functional Responsibility:** Works without direction to create images that are story-telling, or visually creative, with a high degree of visual impact. Photoshop experience to include advance techniques in image manipulation and color control.

**Minimum Education:** High School or GED or four years of relevant experience.

**Job Title: TAPE LIBRARIAN**

**Minimum General Experience:** 5 years experience in logging tape and storage systems.

**Functional Responsibility:** Creates and maintains an entire videotape library by category, by shot by subject, and is responsible for recording format, length of show, storage of edit lists, etc. in order to provide archived materials from past productions for future productions and thereby save on overall production costs. Answers questions regarding collection, data, imagery content and assists in use of retrieval tools.

**Minimum Education:** BA in Library Services/Film/Communications or related areas.

**Job Title: TRANSCRIPTIONIST**

**Minimum General Experience:** 2 years of transcribing experience.

**Functional Responsibility:** Provides a verbatim transcription of supplied video or audio tape. The transcription must be in a common word processing format (such as MS Word), and must contain time code reference. The transcriptionist must be able to provide transcripts within 48 hours of receiving source tape.

GS-23F-0094M

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**Minimum Education:** High School or GED

**Job Title: WRITER I**

**Minimum General Experience:** 2 years experience writing articles, reports, brochures, and/or manuals for documentation with a wide range of uses.

**Functional Responsibility:** Writes, proofreads, and edits copy content for publishing, print advertising, television and film productions. Coordinates the writing with the display of graphics and the production of the document or video.

**Minimum Education:** BA Degree, Journalism, English or related field

**Job Title: WRITER II**

**Minimum General Experience:** 5 years experience writing articles, reports, brochures, and/or manuals for documentation, television and film productions with a wide range of uses.

**Functional Responsibility:** Writes, proofreads, and edits documents and copy content for publishing, print advertising, television and film productions. Assists in collecting and organizing information required for the preparation of articles, reports, brochures, and/or manuals. Coordinates writing with the display of graphics and the production of the document or video.

**Minimum Education:** BA Degree, Journalism, English or related field.

**Job Title: WRITER III**

**Minimum General Experience:** 10 years experience writing articles, reports, brochures, and/or manuals for documentation, television and film productions with a wide range of uses.

**Functional Responsibility:** Writes, proofreads, and edits documents and copy content for publishing, print advertising, television and film productions. Assists in collecting and organizing information required for the preparation of articles, reports, brochures, and/or manuals. Coordinates writing with the display of graphics and the production of the document.

**Minimum Education:** BA Degree, Journalism, English or related field.