

# Organisational structure of television

- ORGANIZATIONAL STRUCTURE OF A TELEVISION NEWS CHANNEL
- NEWS BUREAU/NEWS DEPARTMENT
- The news department is the local face of any television station. News anchors, reporters, usually become recognizable personalities in their communities. But behind the scenes are several people that facilitate news coverage, including the news director, variety of producers, editors and content writers. Entry level staffers at the news assignment desk, for instance, are on the front lines of the news gathering operation. The man news tip phone lines, listen to police scanners, wade through emails and press releases, and assist editors and producers in assigning stories and scheduling interviews.
- Programming
- Programming departments have a manager and assistant staff. The manager coordinates with other departments, especially the production or engineering department, to ensure scheduling and local television listings are accurate and up to date. This person also negotiates with parent companies to secure airing rights for new shows. Another department with a similar function is the traffic department, which sets the advertising schedule and helps develop and edit a station's master list of programming.

- Engineering department
- This department handles the technical aspects of broadcasting and on air time. Under a chief engineer, otherwise known as director of broadcasting operations, there are a host of managers, engineers and studio crew members including show directors, camera man, audio board operators, teleprompter operators, photographers, videographers, tape room editors and engineering technicians. Master control supervisors oversee the master control room and all switch board operators. They monitor transmitter readings, align satellite receiver equipment and make sure video airs in proper sequence.
- Sales and advertising
- This department of the television station that generates revenue. The director of sales oversees sales managers, including the national sales manager and local sales manager. The former handles sales representatives from national advertising firms, working on tight deadline to book air time for high profile clients. The latter supervises a sales staff comprised of account executives. Often working on commission, account executives focus on the local market, making contacts with business and other organizations in the community to sell advertising. Advertising department might also have included art directors, electronic graphic artists and voice talent as well as market researchers who review and interpret ratings.

- Business Administration
- The business administration department handles the day to day business of a TV station. Office managers or station managers work under the general manager and oversee clerks, receptionists and other help staff. Controllers usually certified public accountants, are responsible overseeing the station's financial transactions, reports and budgets. They consult with other department heads regarding cash flow and expenditures.