



STATE OF ARKANSAS
**Department of Finance
and Administration**

OFFICE OF PERSONNEL MANAGEMENT
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June 12, 2018

Senator John Cooper, Co-Chairperson
Representative Les Eaves, Co-Chairperson
Uniform Personnel Classification and
Compensation Plan Subcommittee
Arkansas Legislative Council
State Capitol Building, Room 315
Little Rock, Arkansas 72201

Dear Co-Chairs:

The Office of Personnel Management (OPM) submits a request from the Arkansas Educational Television Network (AETN) for your review.

The Arkansas Educational Television Network has requested a special entry rate of \$112,899, which is maximum of grade GS13, for an exceptionally well qualified applicant for the classification of AETN Senior Director of Content, E070C.

Ms. Rachel Raney's qualifications include a Bachelor of Arts degree in English Literature and Media Studies, as well as, over 20 years of work experience in the field of television production and media development. The following is a detailed comparison of the minimum qualifications of the classification and Ms. Raney's experience.

MINIMUM QUALIFICATIONS

The formal education equivalent of a bachelor's degree in marketing, communications, journalism, business administration, or public relations; plus six years of progressively more experience in television productions activities, including four years in a managerial or supervisory capacity.

APPLICANT'S QUALIFICATIONS

EXPERIENCE:

Present: UNC-TV; Durham, North Carolina; Director of National and Local Production network

KQED; San Francisco, California; Network Producer

WGBH; Boston, Massachusetts; Coordinating Television Producer

Southern Documentary Fund; Durham, North Carolina; Public Radio Executive Director

EDUCATION:

University of Michigan; Ann Arbor, Michigan; Bachelor's Degree in English Literature/Media Studies

JUSTIFICATION

This position is a new classification specific to AETN and is currently vacant. The salary range for this classification is a grade GS13, \$77,862 - \$112,899. The agency has not experienced any turnover in this classification since its creation in November 2017.

Ms. Raney is currently employed with UNC-TV in Durham, North Carolina as the Director of National and Local Production for the network. Her experience includes over 20 years of managing, creating, and producing broadcast programs for major public media network markets in California, North Carolina, and Massachusetts. The primary duties of this position will include building a digital broadcast infrastructure; developing strategies to expand the viewing audience; enhancing marketing plans and on-air promotions. In addition, this position will function as part of the agency's CEO/Executive Director's Senior Leadership Team, that will ensure the continued delivery of quality network programming at AETN, in conjunction with creating and delivering new cultural, local, and educational programming. Ms. Raney's current annual salary is \$102,000.

Based on salary analysis, the Office of Personnel Management (OPM) **recommends** approval of the requested special entry rate of \$112,899, for the classification of AETN Senior Director of Content, E070C, grade GS13. Approval of this requested special entry rate would result in an increase of \$10,899, or 10.68%, in the applicant's current annual salary.

Sincerely,



Kay Barnhill
State Personnel Administrator



Chief Fiscal Officer of the State

JUN 04 2018

Date

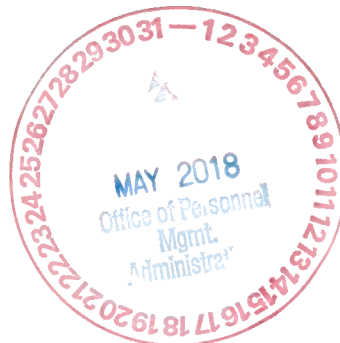


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ARKANSAS EDUCATIONAL TELEVISION NETWORK



June 1, 2018

Ms. Kay Barnhill, Administrator
DFA-Office of Personnel Management
1509 W. 7th Street
Little Rock, AR 72201

RE: Exceptionally Well Qualified Applicant-Rachel Raney

Dear Kay:

We have reviewed and interviewed applicants for the AETN Senior Director of Content position and would like to hire Rachel Raney. Senior Director of Content is the Chief Content Officer for the network and is a defining leadership position for AETN's media future, at the heart of our mission for Arkansas, and plays a vital role in our ability to achieve the content and community engagement goals of our new strategic plan. This role at AETN will raise the bar on the quality, quantity and variety of content to new levels for all media platforms, both broadcast and digital.

A Memphis native, Rachel Raney is a longtime, highly experienced public media senior executive, content strategist and executive producer. Ms. Raney has over 20 years of experience in media development, production and team leadership, with 15 of those years in public media. She spent 12 years creating, producing and distributing broadcast programs for major market public media network KQED in San Francisco, including long-running show "Truly CA". While at KQED, she was Coordinating Producer with WGBH in Boston for multiple national programs for PBS. After moving back to the South in 2008, she produced for public radio in North Carolina, then joined the Southern Documentary Fund as Executive Director where she grew the organizational capacity to offering support



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for over 80 nonfiction film projects, having major influence on southern documentary storytelling throughout our region. Several years ago, Ms. Raney joined public media state licensee UNC-TV in Durham North Carolina where she is currently Director of National and Local Production for the network, also managing the strong state-wide community engagement surrounding that content. She is creator and executive producer of the national documentary series Reel South, now entering its 4th season. Reel South was seeded with funding from the Corporation for Public Broadcasting and showcases powerful documentary films from the South. Reel South was seeded with funding from the Corporation for Public Broadcasting and showcases powerful documentaries that tell stories about the Southern Region. Ms. Raney has a Bachelor of Arts in English Literature and Media Studies from the University of Michigan.

Rachel Raney's specialized skills and experience demonstrates that she is an exceptional candidate that far exceeds the minimum qualifications for this position. In her current position, her annual salary is \$102,000. The position of AETN Senior Director of Content covers greater scope than her role at UNC-TV; therefore AETN requests an exceptionally qualified salary rate of \$112,900, which is the maximum for Grade GS13.

We also ask that you approve this request and present it to the Personnel Subcommittee of the Legislative Council at the next meeting on June 12. Please contact me if you need any additional information.

Sincerely,

Courtney Pledger
Executive Director