BULLETIN 2018-29 March 8, 2018

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| U.S. Department of LaborEmployment and Training Administration, Office of Apprenticeship (OA) Washington, D.C. 20210 | Distribution:A-541 HdqtrsA-544 All Field TechA-547 SD+RD+SAA+; Lab.Com | Subject: Revision to an existing Apprenticeable Occupation: Multimedia Producer (Existing Title: TV Director)Code: 200.1  |
| Symbols: DPQSP/KAJ | Action: Immediate |
| **PURPOSE:** To inform the staff of OA, State Apprenticeship Agencies (SAA), Registered Apprenticeship program sponsors, and other Registered Apprenticeship partners of a revision to an existing apprenticeable occupation:  Multimedia Producer  (Existing Title: TV Director) O\*NET-SOC Code: 27-2012.01 RAPIDS Code 2.0: 0970CB Type of Training: Competency-based **BACKGROUND:** Ms. Wendy Levy, Executive Director, on behalf of The Alliance for Media Arts + Culture, Inc., submitted the following occupation: Multimedia Producer (Existing Title: TV Director) for Apprenticeability Determination for a revision to the type of training and the term.The revision of Multimedia Producer (Existing Title: TV Director) has added a newly available apprenticeship training approach – competency-based. Multimedia producers perform the duties of: * Telling stories using video and still photography, video and audio editing, web design, graphic arts and animation, scriptwriting and interactive media.
* Advising reporters and editors about how to incorporate multimedia elements into their stories and generate original content themselves.
* Managing the production process (generating ideas, meeting budgets and deadlines) for multimedia projects.
* Possessing a deep understanding of technology and computers, cameras, and digital software.

**ACTION:** OA staff should familiarize themselves with this bulletin and the attached Work Process Schedule and Related Instruction Outline, as a source for developing apprenticeship standards and/or providing technical assistance.Multimedia Producer (Existing Title: TV Director) will be added to the list of occupations as a competency-based occupation by OA when the list is reissued. If you have any questions, please contact Kirk Jefferson, Apprenticeship and Training Representative at (202) 693-3399.**NOTE:** This bulletin is being sent via electronic mail.Attachment  |