



## **STAFF PROFILE**

**1. Name:** Maxine Knoll

**2. Position:** Traffic Operations

**3. Describe what you do at West TN PBS?** My job, in a nutshell, is:

- Making sure that timings on all programs are individually checked and available for the time needed to air.
- Creating record schedule and making sure PBS feeds the programs when needed; adding media IDs to record schedule.
- Running reports such as PBS Feed Conflict Report and Compare Air PBS Duration to check that everything is as it should be.
- Adding any new underwriters, filler spots, promos etc.
- Making sure that all information to fill the breaks between programs has ID's and a source.
- Double checking to see that underwriters' contract is complete and filled as ordered; making sure all spots are in where and when the client has requested; creating an affidavit for each underwriter.
- Making sure that all promos and underwriters run when requested and needed; creating flights and schedules for each; making sure that nothing airs after the expiration date.
- Generating, modifying, completing, and checking logs for each channel.
- Timing pledge programs and assisting with premiums when needed.

**4. How long have you been on the West TN PBS Staff?** 19 years.

**5. Where is your hometown?** Athens, Alabama (I will always be an Alabama girl!).

**6. What is your favorite part of working at West TN PBS?** I truly love the people; they are family. I also love the fact that we work TOGETHER to get whatever is needed completed; no job stands alone. Every job is connected to someone else's job and each person here realizes the importance of being a team.

**7. What is your favorite program on West TN PBS Channel 11?** That's a hard question! I like history programs, educational programs, musical programs, and specials that we air. If I have to pin it down, I think that my favorite program is Downton Abbey.