



## MEDIA CENTER

Lights! Camera! Community Action!

### Board Development Program

The Midpeninsula Community Media Center provides the communities of Palo Alto, Menlo Park, East Palo Alto, Atherton and Stanford access to video production facilities and five channels on the cable television system that are simultaneously webcast on the Internet. The Media Center is seeking community leaders for its board of directors. The following information provides background on the mission and status of the organization.

Our current strategic priorities include:

- Determining our “place in cyberspace,” to stay relevant in the ever-evolving world of media, and to develop a resource and technical framework to support our continuing work.
- Strengthening community partnerships with particular focus on youth and on ethnic communities.
- Supporting the institutional fiber network that connects public facilities.
- Growing our production services income by focusing on small for-profit enterprises and community nonprofits.

You can read more about these priorities on our website:

[www.communitymediacenter.net/reports/MC\\_Strategic\\_priorities\\_2008\\_2011.pdf](http://www.communitymediacenter.net/reports/MC_Strategic_priorities_2008_2011.pdf)

We are in the process of updating these priorities. New board members can help us in the strategic planning process.

### Job Description

To address these challenges we are looking for candidates who can:

- Bring strong connections with one or more communities in the mid-peninsula region and with expertise in one or more of the following areas:
  - Computer network administration/systems administration
  - Government Relations
  - Local business, especially social media
  - Media Product Marketing/Pricing
  - Strategic Planning
- Attend six Board meetings per year. Meetings are currently held on the fourth Monday of January, February, April, July and October, and on the second Monday of December from 4:00 to 6:00 at the Media Center in Palo Alto. The 2015 schedule is:

| <b>Meeting Date</b> | <b>Agenda Items</b>   |
|---------------------|---|
| Jan 26              | Annual Meeting, Election of Officers  |
| Feb 23              | ED Review, Strategic Plan   |
| Apr 27              | First Quarter Financial Report, Retreat Planning                                    |
| July 25             | Retreat   |
| July 27             | Second Quarter Financial Report, Midyear Budget Review, Technology Committee Report |
| Oct 26              | Third Quarter Financial Report, Sports Committee Report                             |
| Dec 14              | Approval of 2015 Budget, ED Review Process, Marketing/Youth Committee Report        |

- Attend annual retreat. Currently held on a Saturday in July.
- Attend some Media Center event each year.
- Join committees and/or advise staff to address the key challenges and opportunities.
- Support the organization financially at appropriate level: Goal is 100% participation.
- Participate in Donor development: can be as simple as identifying people who share our values and want to know more about our organization.

### **Target Board Composition**

The Media Center Board has up to 15 seats. Board terms are three years. There are no term limits.

Candidates may not be elected officials or campaigning for elected office. They may not work in the commercial media field, i.e., newspapers and television, serving the midpeninsula communities. We anticipate the following ultimate composition of the board:

- Seven representatives of stakeholder groups including schools, community service and arts organizations
- Six nominated by cities and counties
- Some members with particular expertise, for example, marketing, financial or legal

### **Board Committees and Advisory Roles**

- Executive Committee
- Finance
- Technology/Facilities/Resource Framework
- Legal
- Bay Voice
- Retreat/Strategic Planning
- Marketing
- Sports
- Business Development

### **Current Board of Directors**

- **Barbara Noparstak**, Community Volunteer, **San Mateo County**, *President*
- **Joanne Reed**, Community Volunteer, *Vice President*
- **Michael Di Battista**, Director, Technical Support, Rovi, **Town of Atherton**, *Treasurer*
- **Mike Stern**, Attorney, Cooley Godward Kronish, *Secretary*
- **Pam Aguilar**, Acting City Clerk, **City of Menlo Park**
- **Terry Gillen**, Interim Deputy City Clerk, **City of East Palo Alto**
- **Lawrence Lee**, High Tech Entrepreneur
- **Andrew Mellows**, Engineer
- **Azieb Nicodimos**, Community Volunteer
- **Sue Pelosi**, Communications and Development Consultant

### **Vision**

Our vision is of a community that explores and uses video and other electronic communications technologies to tell its stories, learn about the diversity of the community, and engage in a dialogue that crosses political and cultural boundaries. We see these technologies as tools for public engagement, as affordable communications tools for local governments and non-profits, as a means of creative expression, and a path to an attractive career. In our community, all residents and community organizations will have the opportunity to learn how to use and apply these tools, and to share their opinions and creations with the rest of the community. Our youth will understand how to create and analyze video as a means of communication and expression. Local governments will have easy access to communications channels to keep the community informed about services, events and policies of local interest. Community organizations will have affordable access to those channels to tell their stories and attract support.

### **Mission**

Using communications technologies, such as television and the Internet, the Midpeninsula Community Media Center works with local governments, community members and community organizations to create and distribute programs that promote and celebrate individual expression, local achievements, learning, cultural exchange, arts appreciation and civic engagement. The Center provides a venue for connecting producers and viewers that is unavailable through commercial media.

### **Organizational Values**

- We believe communications technologies can strengthen communities by providing information about the community, by creating opportunities for cross-jurisdiction dialogue, cultural validation, cross-cultural exchange and voter awareness, and by allowing more voices to be heard.
- We believe in supporting creativity because of its role in building a vital, vibrant community and economy.

- We believe everyone should have the opportunity to learn how to use the latest communications technologies.
- We believe media literacy helps people interpret and respond effectively to the messages they receive in their everyday lives.
- We believe in upholding and protecting the First Amendment rights of citizens.
- We believe public benefit organizations should have affordable access to video-based communications tools to help them tell their stories.
- We believe local governments should have affordable access to television and Internet-based channels to help them reach their constituents.