



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.

We are looking for people who can help us address the following strategic priorities:

- 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 – including those in the new Jewish Community Center nearly finished just across the street and in the mosque being constructed nearby.
- Reducing our use of non-renewable energy, and using the power of video to encourage others to do the same.
- Supporting the institutional fiber network that connects public facilities and increasing its relevance to the community.
- 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

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:
 - Fund raising
 - Financial management
 - Youth programs, K-12 school system
 - Market research and communications
 - Expertise in new media technologies such as video streaming, animation, and Internet

- Attend six Board meetings per year. Meetings currently held on the fourth Monday of January, February, April, July, October and December from 4 to 6 in Palo Alto.
- Attend annual retreat. Currently held on a Saturday in July.
- Attend some Media Center event each year.
- Join committees to address the key challenges and opportunities. The Executive Director and staff provide support.
- Support the organization 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. Candidates may not be elected officials or campaigning for elected office. We are also not able to work with candidates from commercial media, i.e. newspapers and television, serving the midpeninsula communities. Terms are three years. 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 candidates will be recruited for financial and legal expertise

Committees of the Board

- Executive Committee
- Finance
- Technology
- Strategic Planning Committees

Current Board of Directors

- **Barbara Noparstak**, Community Volunteer, **San Mateo County**, *President*
- **Joanne Reed**, Heising-Simons Foundation
- **Michael Di Battista**, Director, Technical Support, Rovi, **Town of Atherton**, *Treasurer*
- **Mike Stern**, Attorney/partner, Cooley Godward Kronish, *Secretary*
- **Cherise Brandell**, Community Engagement Manager, **City of Menlo Park**
- **Donna Grider**, City Clerk, **City of Palo Alto**
- **Lawrence Lee**, High Tech Entrepreneur
- **Andrew Mellows**, Engineer
- **Kathy Schroeder**, Writer and Community Volunteer
- **Stephen Stuart**, Software Engineer, Google

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.