

**2014/15 NOMINATION APPLICATION FORM**  
**SCAN NATOA, INC.**  
**BOARD OF DIRECTORS/PRESIDENT ELECT**

**Name** Michael D. Smith

**Title** Cable & Community Relations Manager **Company** City of Torrance

**I am (check all that apply):** ☐ an elected official  
☐ a consultant/attorney with a private firm  
**A government official/employee:** ☐ town, ☐ village, ☒ city, ☐ county,  
☐ state, ☐ federal

**Address** 3350 Civic Center Drive Torrance CA 90503

**Phone** 310.618.5762

**Fax** 310.781.7132

**E-mail** MSmith@TorranceCA.Gov

**Jurisdiction(s)** Torrance, CA  
**You Serve**

*In the space provided below, please answer the following questions:*

**Describe the duties and responsibilities of your current position.**

Management of 60+ full and part-time, including administrative, financial, engineering, and clerical personnel to develop innovative cable communications applications and manage consumer protection for local cable television services. Also serve as Public Information Officer and manager of community relations for the City. Operational budget exceeds \$1,800,000 with capital equipment of \$2 million housed in a 15,000 square foot facility including 2 studio's, 6 edit suites, master control, and other ancillary facilities. Serve as chief liaison to the Cable Commission, Mayor and City Council on cable related matters, public information, and community relations. Responsible for preparation of monthly commission agenda including facility, legislative, and special reports. Attends weekly City Council meetings supporting a strong working relationship with elected officials. Responsible for administration of local issues related to state issued franchise agreements including: enforcement of consumer service standards, financial performance review in compliance with local, state, and federal laws. Responsible for planning and preparation of division's operational and capital budgets including tracking expense and revenue. Review legislation, develop strategic plan, prepare contracts, RFP's, and hire consultants. Direct all efforts related to government and public access services and operations; and radio station. Responsible for managing the look, feel, and all content on the city's website and social media applications. Responsible for community relations including public information, speech writing, press releases, marketing campaigns, newsletters, community meetings, special events, social media, eNewsletters, eNotify, Blogs, etc. Serves as member of Economic Development Team and Chair of the Torrance Business License Review Board. Serves as the primary Public Information Officer for the City during emergencies and non-emergencies.

**Describe what in your background will make you a valuable member of the SCAN NATOA Board or as President Elect.**

Over twenty-seven years of increased responsibility and experience in telecommunications management and franchise management; video production; policy development; operational management of public and government access staff, facilities, and channels. Demonstrated strong organizational skills, leadership ability, and team building. Executive Producer on award winning programs, leader on a variety of multi-jurisdictional projects, programs and services. Lead staff for cable commission, community relations, public information, and cable related matters before City Manager, Mayor and City Council. Chief liaison between city and state franchisees.

**Describe your involvement in SCAN NATOA activities to date.**

Have previously served on the SCAN NATOA Board of Directors as Member, Treasurer, and President. Co-Chair of all sixteen annual Spring Conferences in Santa Monica, Universal City, and Long Beach. Served on Election committee. Responsible for the development and maintenance of the Chapter database, established the Chapter accounting and budgeting process, assisted in development of the Great City Hall Tune In and co-created the COMET Network, made various presentations at the SCAN spring conference on Election Coverage, Webcasting, Public Access, and Government Access Start-up to name a few. During my term as president, along with an outstanding Board, our Chapter was recognized by NATOA as Chapter of the Year. I was also selected as Member of the Year in 2001, 2006, and 2011.

**Describe in detail what SCAN NATOA, as an organization should be doing to better serve the needs of our members. How would you propose implementation of your ideas?**

Have previously served on the SCAN NATOA Board of Directors as Member, Treasurer, and President. Co-Chair of all seventeen annual Spring Conferences in Santa Monica, Universal City, and Long Beach. Served on Election committees. Responsible for the development and maintenance of the Chapter database, established the Chapter accounting and budgeting process, assisted in development of the Great City Hall Tune In and co-created the COMET Network, made various presentations at the SCAN spring conference on Election Coverage, Webcasting, Public Access, Social Media, and Government Access Start-up to name a few. During my term as president, along with an outstanding Board, our Chapter was recognized by NATOA as Chapter of the Year. I was also selected as Member of the Year in 2001, 2006, and 2011.

**Summarize why you want to serve on the SCAN NATOA Board of Directors or as President.**

SCAN NATOA is currently providing a great amount of services to the membership for a very low cost. In exchange for very low dues structure, SCAN offers bi-monthly meetings, a spring conference, video awards competition, and the list-serv to name a few. The current level of service requires a great deal of work. I am committed to the continued improvement and on-going development of those programs and services the Board has established.

Signature: 

Date: 05/13/2014

Completed nomination forms may be faxed to (626)744-4190 or emailed to [CLopez@AWAttorneys.com](mailto:CLopez@AWAttorneys.com) no later than June 1, 2014, if followed by a mailed original within three days. Original must be mailed to: Christy Marie Lopez, Esq. | Aleshire & Wynder LLP | 18881 Von Karman Avenue Suite 1700 Irvine, CA 92612