

**2016/17 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

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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 HD 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, 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 thirty years of increased responsibility and experience in telecommunications, television, radio, 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 a Member, Treasurer, and President. Co-Chair of all twenty annual Spring Conferences in Santa Monica, Universal City, and Long Beach (most recently aboard the Queen Mary). 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, 2011 and 2014.

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?

SCAN NATOA is currently providing a great amount of services to the membership for a very low cost. In exchange for \$30 for national NATOA members, SCAN offers regular 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

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

I am seeking reelection to the Board of Directors. I would like to thank the membership for voting for me in the past, and trusting me with representing their best interest. If elected, I plan to continue to work and help improve the many services we have developed for the membership over the past few years. We've accomplished a lot, but there is always room for growth, especially in the changing telecommunications landscape. It has been very gratifying to participate on a Board where ego takes the back seat and common goals that are best for the organization prevail. The key to the productive success of our Chapter has been the professional support the Board gives each Board member to pursue projects and ideas. When a Board member presents an idea for a chapter service, the Board authorizes that Board member to develop and implement without the normal bureaucratic process found in most organizations. This professional trust and respect allows our chapter to get things done in a very efficient manner. Working within this organizational structure has been very satisfying.

Signature: 

Date: 06/25/2016

Completed nomination forms may be faxed to (702) 598-0222 or emailed to mrosenberg@lasvegasnevada.gov no later than June 30, 2016, if followed by a mailed original within three days. Original must be mailed to: Mark Rosenberg | Cable Station Manager | City of Las Vegas | 495 S. Main Street Las Vegas NV 89101