

2017 NOMINATION APPLICATION FORM
SCAN NATOA, INC.
BOARD OF DIRECTORS/PRESIDENT ELECT

Name: **Deborah Steller**

Title: **Media, Library and Information Services Director**

I am applying for **Director**

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) You Serve: City of Calabasas

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

Describe the duties and responsibilities of your current position.

I am currently the Media, Library and Information Services Director for the City of Calabasas. I have been with Calabasas since 1996 and have seen a tremendous change in the video service provider world and government access technology. Our department handles public information, library services and technology, information technology, government access production, wireless regulation, information technology, the city website, film permits, the city newsletter, social media, and all graphics and printing for the city. Because our City is fairly small, we don't receive much coverage from regional newspapers or local broadcast affiliates, so we strive to provide as much information about both local government and our community as possible.

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

I was very fortunate to be hired in 1996 by the newly incorporated City of Calabasas to develop a Media Department, including a government channel, from the ground up. Our twelve square mile City had four cable franchises that have gone through numerous transfers, rebuilds, renewals and transfers to state franchises. Coming from a small city with a small staff, and responding to a citizenry that wants full service, gives me an opportunity to handle a wide variety of projects. Many large cities with large staffs require people to have very specific duties. In any given week our department produces programming, deals with production, social media, film permits, wireless application, cable issues, updates our website, writes press releases, puts in wifi hotspots, replaces computer servers and any number of other projects. I

feel that dealing with a wide variety of telecommunications issues, often on a limited budget, gives me a strong background to help other cities deal with similar issues.

Describe your involvement in SCAN NATOA activities to date.

I have been on the SCAN board since 1999, serving as the webmaster, or webmistress as some call it, of scannatoa.org and cometnetwork.org. I designed, developed and maintain both of those sites. I also set up and maintain the SCAN and Comet Network list serves as well as SCAN social media. I have moderated and spoken at several sessions several SCAN and NATOA conferences on both programming and municipal websites.

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?

I feel that one of the greatest benefits of SCAN is the opportunity to interact with, and learn from, other agencies. It is often said that there is no need to reinvent the wheel, and working with other cities, counties and consultants can be an invaluable learning experience for everyone involved. Websites, list serves, social media and video archives provide an easy, cheap, fast way for cities and counties to share projects, productions, ideas and issues. I would continue to look for new ways for SCAN members to communicate effectively.

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

One week after I began work at the City of Calabasas, the SCAN/ACM conference was held in Santa Monica. I received a tremendous amount of helpful information on setting up a media department from scratch. Since that time I have worked closely with both SCAN and NATOA and have learned an incredible amount from members and been able to share my experiences to help other members. I don't think that the City of Calabasas, our Media Operations Department or I personally would have accomplished as much as we have over the past few years without the help of SCAN. I would like to use my experiences and knowlegde to help SCAN continue to grow and be a part of the organization's successful future.