

525 Patton Avenue
Jackson, MS 39216
601.941.5085
jgwrites@gmail.com

JOHN GIBSON

SKILLS **TELEVISION PRODUCER – WRITER – PROJECT MANAGER**

EXPERIENCE **DIRECTOR OF TELEVISION – MISSISSIPPI PUBLIC BROADCASTING (2015-PRESENT)**
Head of TV production and programming for Mississippi's PBS affiliate. During tenure, MPB TV awarded multiple regional Emmy's, and several series and documentaries distributed nationally by APT and PBS.

EXECUTIVE PRODUCER – PRIMOS HUNTING TV AND VIDEO (2013-2015)
Producer of Primos Hunting's highly rated series, "Primos Truth About Hunting."

SENIOR PRODUCER & WRITER – EYEVOX/MAD GENIUS (2007-2013)
Producer of national and regional TV commercials and corporate & educational videos. Co-producer of PBS children's series "Lomax, the Hound of Music."

SENIOR PRODUCER & WRITER - COMMARTS (2005-2007)
Producer and writer of corporate and not-for-profit organization videos. Media strategist for political clients and 2006 Jackson Public Schools Bond Campaign.

PRODUCER & WRITER – GIBSON CREATIVE (1994-2005)
Focused on educational, government, and non-profit clients. Wrote two series for Mississippi Public Broadcasting, "Right from Birth" and "Going to School."

PRODUCER & WRITER – COMMARTS (1992-94)
Researcher, writer, and producer.

DEPUTY DIRECTOR – MISSISSIPPI FILM OFFICE (1990-1992)
Assisted in the development of the film and TV production industry in Mississippi.

FREELANCE LOCATION MANAGER (1987-1990)
Austin-based location scout and manager for feature films and TV series.

EDUCATION **UNIVERSITY OF TEXAS AT AUSTIN – Graduate work in Film Production and Screenwriting**
VANDERBILT UNIVERSITY – B.A., 1983 – English major, Art minor

REFERENCES By Request

Taiwo A. Gaynor

Madison, MS 39110 • 601.720.1245 • dwcom2@gmail.com

One of the greatest constants in my life has been working in the creative and technology space through media. I have spent more than 20 years learning and applying this skill set through various people and entities. I am always looking for new and innovative ways of learning, developing, and applying techniques and skill sets to communicate through creativity.

E D U C A T I O N

2002 Holmes Community College - Business Administration, Ridgeland, MS

1992-1996 Martin Luther King, Jr. High School, New York, NY

W O R K E X P E R I E N C E

2019-current

MISSISSIPPI PUBLIC BROADCASTING, – Jackson, MS
Associate Director of Television

Co-manage department with Television Director. Maintain and implement policies and standards within the department to achieve agency goals and objectives. Supervise members of the television management team. Produce, manage, and maintain resources for the creation of content and media services.

2017-2019

MISSISSIPPI PUBLIC BROADCASTING, – Jackson, MS
Director of Post-Production

Produce and direct television and digital media programs and initiatives for agency. Manage and maintain television post-production department; Responsible for show delivery to master control and/or end source entity. Maintain broadcast and film standards for post-production department. Design of CPU, and server system integration, maintain agency technical excellence, compile budgets, purchase and bid equipment, prepare and interpret technical and administrative reports.

2009-2017

MISSISSIPPI PUBLIC BROADCASTING, – Jackson, MS
Director of Audio

Audio engineering, recording, mixing and mastering for pre and post-production; responsible for managing television network post and production. Maintain the sound quality of the Agency at the highest possible level. Determine and design production technical support and operational needs and supervise all production and post-production audio staff.

2002-current

DREAMWORLD COMMUNICATIONS2, – Jackson, MS
Sole Proprietor

MULTIMEDIA SERVICES - Advanced graphic and video editing, video production services. Planning and project management of events for general production, A/V installation, and broadcast.

AUDIO SERVICES AND MUSIC PRODUCTION - Audio recording and editing; mixing and mastering. Field/ENG engineering, live outdoor and studio audio system design, setup and operation. Original music production and composition, music scoring, editing and post audio production for independent films, documentaries, music videos and media presentations.

P R O D U C T I O N E X P E R I E N C E

Meet Carl Jackson
Producer, 2019 (nationally distributed through PBS Plus)

Paul Thorn: The Making Of
Producer; Director, 2018 (nationally distributed through NETA)

Paul Thorn's Mission Temple Fireworks Revival
Producer, 2018 (nationally distributed through APT)

Fannie Lou Hamer: Stand Up
Producer; Director, 2017 (nationally distributed through APT)

Melvin Williams: Down Home Gospel
Producer; 2017

Ed Said: Edventures in Healthy Eating
Producer; Music Producer, 2016

Amped & Wired
Producer; Executive Producer, 2015-current

1964: The Fight for a Right
Producer, 2014 (nationally distributed through APT)

A C H I E V E M E N T S

Southeast Emmy Awards

2022 – Outstanding Children/Youth/Teen – Short Form Content “Ed Said – The Roots”

2020 – Societal Concerns - Long Form Content “Fertile Ground”

2019 – Outstanding Editor - Program “Paul Thorn: The Making Of”

2019 – Outstanding Audio – Post-Production “Paul Thorn: The Making Of”

2017 – Excellence in Production “Ed Said”

2017 – Writer “Ed Said”

2017 – Musical Composition “Ed Said”

2017 – Audio Live “Mississippi College Festival of Lights”

RACHAEL STOELTJE

Archivist, Librarian, Preservationist, Educator

2310 East Woodbine Ave, Bloomington, Indiana 47401 | (812)327-4361 | rstoeltj@gmail.com

EDUCATION

George Eastman House, Rochester, New York

Certificate: Photographic preservation and archival training, 1994-1995

Indiana University, Bloomington, Indiana

B.F.A. in Photography, 1991

PROFESSIONAL EXPERIENCE

Director, Associate Librarian, Indiana University Libraries Moving Image Archive Indiana University, Bloomington, Indiana, 2013- Present

Interim Director, Black Film Center & Image Archive, Indiana University, Bloomington, Indiana, 2022- Present

Film Archivist, Assistant Librarian, Indiana University Libraries Film Archive
Indiana University, Bloomington, Indiana, 2009- 2013

Film Archivist Consultant (Kinsey Institute film and photography collections, 1999-2004; Instructional Support Services (ISS) film collection, 1999-2004; David Bradley film collection, Lilly Library, 2002-2006; Peter Bogdanovich film collection, Lilly Library, 2006- 2008)

Indiana University, Bloomington, Indiana, 1999- 2008

Image Collections Care Coordinator, Indiana University Libraries
Indiana University, Bloomington, Indiana, 1996-1999

Film Series Co-Creator and Co-Director, *Golden Age of Hollywood Film Series* Bloomington, Indiana, 2003-2008

Archivist, Jerry Garcia Estate,
Mill Valley, California, 1995-1996

PROFESSIONAL DEVELOPMENT, RESEARCH AND CREATIVITY

Selected Publications (Academic and Peer-Reviewed)

“Interview with David Francis Part 2”, *Journal of Film Preservation* 106 (2022): 65-82.

“Interview with David Francis Part 1”, *Journal of Film Preservation* 105 (2021): 89-103.

“The State of the Global Film Archiving Community in 2016: Report on the 2017 FIAF Statistical Survey.” FIAF Website, <https://www.fiafnet.org/pages/E-Resources/2017-FIAF-Statistical-Survey-Report.html> . 2020

“The First Biennial Audio-Visual Archival Summer School (BAVASS).” *Journal of Film Preservation* 101 (2019): 55-64.

“The Third Annual FIAF/Cinémathèque française Winter School: Programming Film Heritage.” *Journal of Film Preservation* 99 (2018): 33-39.

“Moving Image and Sound Collections for Archivists.” *Journal of Film Preservation* 98 (2018): 112-113.

Editor. *Joint Technical Symposium 2016 Conference Proceedings*. Bloomington: Indiana UP, 2017. Print.

Bishop, Bloomington, Indiana. 2012- Present.

Co-organizer and host of annual Home Movie Day in Bloomington, Indiana, 2012-2014.

Co-programmer of monthly *Golden Age of Hollywood Film Series*. Buskirk Chumley Theater, Bloomington, Indiana. 2003-2008.

Programmer of “*Selections from the Kinsey Institute stag films*” that accompanied guest lecture by Dr. Linda Williams from the University of California, Berkeley for “Under the Radar, Women and Film and the Kinsey Era” film festival. February 2003. [Part of a yearlong celebration of the 50th anniversary of the publication of the groundbreaking volume, *Sexual Behavior in the Human Female*, by noted sexologist Alfred C. Kinsey and his research colleagues at Indiana University.]

Programmer of “*Evening of educational films about women’s health, hygiene, social guidance and behavior*” to screen in conjunction with the opening of the art exhibit ‘Feminine Persuasion’. February 2003. [Part of a yearlong celebration of the 50th anniversary of the publication of the groundbreaking volume, *Sexual Behavior in the Human Female*, by noted sexologist Alfred C. Kinsey and his research colleagues at Indiana University.]

New Course Developed

Z587 Introduction to Moving Image Preservation. Indiana University, School of Library and Information Science, Bloomington, Indiana. 2012.

Awards and Grants

Award:

- Co-ordinating Council of Audio-Visual Archives Associations, International. For extraordinary service. Presented at the annual conference of Association of Moving Image Archivists, Baltimore, November 2019.

Selected Grants:

- Allen Whitehall Clowes Foundation, 2022.
\$100,000 awarded for the Century of 16mm Project,
- The Indiana University Office of the Provost, 2022.
\$25,000 awarded for the Century of 16mm Project.
- The Indiana University’s Arts and Humanities Council and the IU Presidential Arts & Humanities Program , 2022.
\$25,000 awarded for the Century of 16mm Project.
- Funding awarded to travel to the Festival Il Cinema Ritrovato to chair event: “*The Future of Film: A Conversation*” and to conduct interviews on the current state of photo-chemical film for archival purposes, Bologna, Italy, June 29 to July 3, 2015.
- National Film Preservation Foundation, 2014
Funding awarded to preserve Hoagy Carmichael home movies.
- National Film Preservation Foundation, 2013
Funding awarded to preserve *The Masters of Disaster*.
- Indiana University’s Office of the Vice President for International Affairs Overseas Conference Grant, 2013
Funding awarded to attend and present a paper at the 69th International Federation of Film Archives (FIAP) Congress, Barcelona, Spain in April 2013.

Royal Aills
8505 S Millwood Rd
Broken Arrow, OK 74011

918-645-1932

royalails@gmail.com

PROFESSIONAL EXPERIENCE

A leader in public media, who strives to create a long-term vision for future growth. Anticipates and researches future trends and how they impact public media in a changing digital and online environment. A visionary who takes the leadership role engaging staff to discuss the big picture and empowers them to implement new ideas.

Mississippi Public Broadcasting, Jackson MS – Present
Executive Director

Responsibilities include providing leadership, direction, planning, and oversight of all day-to-day operations including administration, finance, development, television and radio programming, news, marketing, and operations.

KRSU Public Television, Claremore, OK, Rogers State University 2013 – 2022
General Manager/ Program Manager

General Manager of public TV serving Northeast Oklahoma.

Strategic and managerial oversight of all aspects of RSU Public Television. Community relations and revenue generation in fundraising and underwriting are major aspects of assigned duties.

- Since 2013 managed fundraising campaigns and revenue generation for a combined total of \$6,953,786
- Increased ratings over the past 7 years: age 18-45 28%; age 46-64 53%; 65+ 19%
- Converted 55% of station membership to sustained giving
- Supported the professional development of all staff through NETA's (National Educational Television Association) With measurable results. Such as: Community Engagement; Development; Programming – Measurables are teaching staff how to contact opportunities to learn more and connect more.
- Proven skills to effectively sell ideas to partners, employees, university and the community
Examples:
 - Partners – RSU TV's sustaining membership platform, "Signal Society" converted 55% of membership
 - Employees – changed workplace environment from negative to positive by listening to staff. Received feed back through staff discussion which lead to increased productivity
 - University – broadcasting college level concurrent classes from Rogers State University for high school junior and seniors throughout the Tulsa viewing area. Working with HS principals and councilors to build awareness and course enrollment
 - Community – developed partnerships with many community leaders to promote educational opportunities Most recently with the Cherokee Nation. Developed and produced Cherokee 1. Teaching the Cherokee Language to viewers over broadcast; Created a workforce platform called RSU Works which is designed to offer workforce training for employees in manufacturing; created relationships with local nonprofits to promote their programs
- Prominent member of the Tulsa business community by engaging with Tulsa Regional Chamber, the Tulsa Hispanic Chamber and the two major Native American governments residing in Northeast Oklahoma and established relationships with community leaders throughout the 22 counties RSU TV serves
- Spokesperson for RSU Public TV
- Worked with independent project producers for national distribution
- Worked closely with university's attorneys on all station matters including contractual agreements
- Earned numerous awards: Since 2013 – 1 Silver Telly, 8 bronze Telly's, 2 Regional Emmys and 2 Rose Buds from Oklahoma Tourism

Programs of interest:

- 2017 – RSU TV implemented a workforce initiative called “RSU Works” that offers short-term industry certificate training and personal development courses to residents throughout northeast Oklahoma including courses such as EMT Industry Training, leadership training and more.
- 2019 – **What’s So Cool about Manufacturing.** As part of the Oklahoma Individual Career Academic Plan program, RSU TV matches 5 high school teams with 5 manufactures in both MidAmerica and Claremore industrial parks to create a 3-minute Career Exploration video designed to identify jobs in top and emerging industry sectors in Oklahoma.
- Aerogames –
- Cherokee I Language
- Distance Learning Channel

Cox Communications, Tulsa, OK 2011- 2013

Sales Manager

Responsible for large business accounts selling bundled wire line services, including internet bandwidth. Additional responsibilities include account penetration and retention.

- 2012 - 180% to budget
- #1 Retention Sales Rep Tulsa
- Developed customer-facing relationships while servicing the product.
- Established a trusted partner relationship with executive leadership

AT&T, Tulsa, OK 2009-2011

Sales Manager

Responsible for medium and large business accounts selling wireless, bundled wire line services, and internet bandwidth. Additional responsibilities include account penetration and retention.

- Managed client list worth \$20 million.
- Responsible for account penetration, retention involving wireless devices, data and voice plans, internet products and wire line VOIP.
- Consistently 150% above goal each month

Faith Channel, Tulsa, OK 2008-2009

Vice President/General Manager

- Developed sales staff, business plan and sales strategy for a worldwide faith-based satellite network.
- Provided overall direction and leadership in programming and sales
- Sales revenue increased in 2008 - 50%
- Operating budget \$6 million
- Reached 8.6 million households in the United Kingdom and Ireland
- Secured production partnerships and contract rights for Original Series Programming and OTOs, FC Original Series, FC Movie, FC Family and FC Concerts

KWHB TV 47, Tulsa, OK 2005-2007

General Manager/Director of Sales

Directed all aspects of this independent broadcast station, including sales strategies, annual budgets, station operations and all marketing strategies, branding and public relations materials. This included print and direct mail publications.

- Increased revenue 40% for the first time in station history
- 2006 station sales revenue increase 10%
- 2007 station sales revenue increase 30%
- 2005 EBITDA at \$300k negative. TURNAROUND –
2006 EBITDA decreases to \$36,000 negative.
2007 EBITDA \$350,000 positive
- Reduced spot availability from 50% to 10%...Fourth quarter 2006 sold out avails
- Responsible for community relations and engagement

Anna M. Neel

769-798-6322 | annamarie.masters@gmail.com
www.linkedin.com/in/annaneel

A transformative leader directing the operations and mission of a vital communications network in Mississippi. A recognized thought leader with a results-driven track record in providing strategic direction for organizations.

- Organizational Management
- Crisis Communications
- Social and Digital Media
- Budget Management
- Marketing
- Strategy
- Change Management
- Integrated Communication
- Data/Analytics

PROFESSIONAL EXPERIENCE

MISSISSIPPI PUBLIC BROADCASTING (MPB) CHIEF OPERATING OFFICER

Jackson, MS
2021–Present

Develop, direct, and execute the mission and vision of MPB by creating strategies that advance agency growth, while effectively managing resources ensuring the agency continues to serve the people of Mississippi.

- Execute a strategic plan for 100+ person agency, and its departments, defining goals and objectives, setting benchmarks and key performance indicators while tracking and measuring progress to determine success.
- Provide guidance and oversight of organizational planning through high-level management strategies that drive growth, while also managing multiple teams across the agency and overseeing the day-to-day administrative and operational functions.
- Secure revenue sources for the agency through federal and state grants, and private partnerships to ensure fiscal solvency while managing effective allocation and utilization of resources.
- Establish policies that foster a healthy company culture and vision for the agency and its staff.
- Evaluate organizational performance by interpreting metrics and turning analytics into data driven insights that inform a strategy and define areas of greatest growth potential.
- Lead employees through mentorship and training, while encouraging maximum performance and dedication to their craft, careers, and the organization.
- Maintain a strong professional network of peers in other agencies, the community, and the legislature.

THE CIRLOT AGENCY DIRECTOR OF COMMUNICATIONS

Jackson, MS
2015–2021

Managed team of highly skilled account executives, providing direction and oversight on all communication and marketing strategies, plans and campaigns. Worked with clients to craft compelling brand narratives that aligned with goals, vision, and objectives to drive engagement, increase awareness, and improve KPIs.

- Managed agency team of 9 direct reports and annual budget over \$3 million. Responsible for more than \$9 million in annual growth revenue and more than \$7 million in new business contracts.
- Specialized in crisis communication, developing, and executing crisis communication plans, policies, and managing response strategy in real time for all clients, including Fortune 1000.
- Worked with C-level and senior leadership on external threats from advocacy groups, NGOs, and other stakeholder groups to develop and execute timely response strategies.
- Used cross-channel competitor and consumer insights to turn data-driven predictive analysis into qualified communication strategies that inform campaign tactics and execute against KPIs.
- Oversaw complex integrated-communication programs for internal and external audiences utilizing cross-channel communication platforms, paid, and earned media, video, print and digital communications.
- Maintained a large network of personal relationships with top-tier journalists, government agencies, legislators, decision makers, and influencers, while serving on executive leadership committee, developing strategy to help the agency reach key growth goals, drive behavioral change, and strengthen staff capabilities through professional development and mentorship.

NEEL-SCHAFFER, INC.
DIRECTOR OF COMMUNICATIONS
CO-CHAIR, MISSISSIPPI DEEP WATER HORIZON OIL SPILL PUBLIC AFFAIRS COMMITTEE

Jackson, MS
2009–2015

Managed the state of Mississippi's communication activities related to the *Deepwater Horizon Oil Spill* Natural Resource Damage Assessment (NRDA). Responsible for all communication and public outreach efforts between affected states and federal trustees related to litigation surrounding the spill and restoration projects.

- Advised state leaders and federal legislators on communication strategies related to infrastructure issues and crisis management.
- Responsible for the development of all integrated communication planning and marketing. Created strategic messaging and brand content that aligned with outlined business objectives and goals.
- Managed a creative team of writers, designers and consultants on all communications, digital production, print and social campaign deliverables for distribution to both national and international audiences.
- Charged with website development, including research, design, creation of content and usability. Established workflow processes, facilitated peer reviews, and managed launch deadlines.
- Additional clients included: *City of Hattiesburg; City of Jackson; Mississippi Department of Environmental Quality; Entergy; Scenic Rivers Development Alliance; Delta Water Resource Group.*

YAMAHA MARINE GROUP, U.S.A.
PUBLIC RELATIONS COORDINATOR

Atlanta, GA
2007 – 2009

Created all internal and external communications to support Yamaha Marine Group, U.S.A. business strategies. Responsible for a two percent increase in U.S. market share.

- Developed internal and external messaging, including, all press releases, speeches, leadership presentations, sponsored angler, and corporate talking points, as well as three weekly dealer and employee newsletters for distribution to over 2,200 retail dealers.
- Developed and initiated cross platform communication campaigns to drive sales and address trending industry concerns, such as fuel economy and environmental policies.
- Planned and executed all national Yamaha media events, including boat shows, media tours, etc.

A CREATIVE GROUP, LLC.
PRESIDENT/CEO

Atlanta, GA
2006–2019

Worked with clients to craft and execute strategic PR and Marcom campaigns based on goals and objectives. Managed major media events, campaigns, and public relations. Clients included, *The City of Jackson, Neel-Schaffer, Sandestin Realty, The Whitten Group, Polished PR, Old Capital Inn.*

- Created business development strategies, focusing on Atlanta and Jackson entrepreneurs, media, and prominent figures throughout the community to foster relationships and secure new business.
- Managed event logistics, press, crisis communications and ongoing communication plans that support key business strategies, objectives, and budgets.

HABITAT FOR HUMANITY INTERNATIONAL
ENTERTAINMENT MARKETING /INTERNAL COMMUNICATIONS/PUBLICIST

Atlanta, GA
2005–2007

Developed Habitat Ambassador Program, an exclusive program in which high-profile celebrities partner with Habitat for a one-year commitment to build brand recognition. Served as publicist and spokeswoman, appearing on *CNN, FOX, NBC's Today Show, DIY Network* and numerous print, broadcast, and radio publications.

- Acted as a liaison between Habitat and celebrities while managing all special projects, fundraising events and builds in which high-profile individuals and organizations were involved.
- Brand manager responsible for protecting and managing the U.S. Habitat for Humanity International brand.
- Managed all media relations and major media events, setting up interviews, media tours and press conferences with Presidents Jimmy Carter, Bush and Clinton, Habitat volunteers, corporate partners, celebrities, etc.
- Developed speeches, talking points and specific messaging for CEO, senior leadership, and high-profile celebrities to use in all media facets including disaster response, presentations, interviews, and appearances.

Marvin H. Jeter, III

4645 Ridgewood Road, Jackson, Mississippi 39211 (MS residence)

601-953-3114(C) drmhjeterIII@yahoo.com

EDUCATION:

- 5/04 **PhD in Education Administration – Cognate: Guidance & Counseling**
Jackson State University – Jackson, Mississippi
Dissertation Topic: Educational Leadership Behaviors that Motivate Teachers
- 5/97 **Master of Science in General Psychology - Emphasis in School**
University of Southern Mississippi – Hattiesburg, Mississippi
Research Topic: Organizational Skills Instruction & Academic Improvement
- 5/97 **Master of Education in Administration and Supervision**
Jackson State University – Jackson, Mississippi
- 8/86 **Bachelor of Science in Radio, Television, and Film - Minor: Adv, Mkt and PR**
University of Southern Mississippi – Hattiesburg, Mississippi
- 5/80 **High School Diploma**
Jenks High School – Jenks, Oklahoma

LICENSURE:

Mississippi Department of Education License Number 146573 – expiration 06/30/2024
AAAA 486-Administrator A 119-English, 171-Psychology, 181-Biology, 185-Chemistry
Oklahoma Department of Education License Number 232526 – expiration 06/30/2024
Doctorate 0501-Superintendent 0503-Secondary Principal 0505-Elementary Principal

EMPLOYMENT:

- 01/23 to pres **Mississippi Public Broadcasting: Jackson, Mississippi**
Chief of Staff
- Supervises agency staff
 - Manages multiple organizational units that encompass the majority of the agency's resources
 - Leads/manages grant-writing process for the agency
 - Manages programs within the executive office with quantitative result-based tracking
 - Interfaces with peers in other agencies, the community served, and the legislature
 - Maintains relationships with national, regional, and statewide partners
 - Supports the executive director and chief operating officer in the day-to-day operations of the agency
 - Assists with purchasing and the executive budget
- 07/17 to 12/22 **Natchez-Adams County Educational Development Foundation: Natchez, Mississippi**
Independent Consultant
- Provides freelance consulting for schools, district, and communities in need of improvement in educational programming and student performance
 - Served as Vice President of the Natchez Adams County School District P-16 Council 2018-2020
 - Garnered community support for a career exploration experience for area middle school students
 - Organized and hosted Tour 2018-Passport to the World of Work in Natchez-Adams County, a career exploration event for area 6th-9th graders, at the Natchez Campuses of Alcorn State University and Copiah-Lincoln Community College
 - Partnered with Natchez Taxpayer's Association to collaborate with Mississippi Center for Public Policy President/CEO regarding new public policy and proposed legislation to support effective innovation and expanded options for education in Mississippi
 - Served as primary author of the recent MSCPP paper, *Transforming Mississippi Public Education Child-centered K-12 Reform*.

Marvin H. Jeter, III

4645 Ridgewood Road, Jackson, Mississippi 39211 (MS residence)

601-953-3114(C) drmhjeterIII@yahoo.com

page 3

- Tulsa Public Schools District: Tulsa, Oklahoma** – urban/approximately 41,000 students
- 07/10 to 10/10 *Principal, Tulsa Met-Lombard – A Big Picture Learning School – Salary \$94,000.00*
- Implemented the Big Picture Learning Program as an effective high school alternative for TPS
 - Modeled effective instructional leadership for programming within the building and throughout the network of School Innovations through curricular programming including professional development
 - Provided additional leadership and support as needed for providing quality educational alternatives for students who need opportunities to excel beyond the traditional classroom
 - Communicated vision and leading infusion of “Big Picture” philosophy
- 11/08 to 06/10 *Assistant Superintendent for School Innovation – Salary \$102,000.00 – approximately 90 sites*
- Assembled and facilitated a task force of 125 stakeholders including students, teachers, parents, administrators, mental health professionals, higher education partners, and local/state leaders to address concerns raised by an audit of alternative programs to develop a plan of intervention and refine the District’s vision, mission, and program charters for new programs
 - Created, improved, and promoted the efficient operation and integrity of a variety of novel educational programs in order to serve a broad range of high-risk students
 - Coordinated, developed, oversaw, and managed finances of alternative programs
- 7/06 to 11/08 *Director of Staff Development & Leadership Training – approximately 3200 certified employees*
- Assessed training needs of teachers, counselors, and administrators
 - Facilitated the development of high quality comprehensive professional development
 - Arranged and delivered training for personnel designed to improve student achievement
 - Facilitated the creation of a path of professional development from teacher to administrator
 - Served on Leadership Category & Steering Committees for Performance Excellence
 - Served as liaison with the OU-Tulsa Doctoral Program in Educational Leadership
 - Participated in developing, managing, and teaching in the OU-Tulsa Doctoral Program
 - Supervised the USDE Leadership Development & GEAR UP Grant Programs
- 4/06 to 6/06 *Director of Leadership Development – approximately 150 administrators*
- Established and coordinated all project functions for the Tulsa Leadership Challenge Grant
 - Ensured that project goals/mandates were met and establish effective evaluation procedures
 - Supervised and coordinated placement of trainees at participating schools
 - Directed Summer School preparation supervising Mentor and Summer Intern Principals
- 09/06 to 6/10 **University of Oklahoma: Tulsa, Oklahoma**
Department of Educational Administration, Curriculum & Supervision
- Co-teacher-Doctoral Program – Pluralism in Education – EACS 6970
 - Adjunct Faculty-Masters Program – Supervision of Instruction – EACS 5573
 - Adjunct Faculty-Doctoral Program – Leadership in a Post-Modern World – EACS 6233
 - Adjunct Faculty-Doctoral Program – Personnel Administration – EACS 6273
- 9/04 to 1/06 **Pulaski County Special School District: Little Rock, Arkansas** – suburban/approximately 19,000 students
Assistant Superintendent for Learning Services – 6 high, 7 middle, and 24 elementary schools
- Provided training for instructional staff and supervised curriculum development
 - Improved school administrative organization, recommended instructional staff allocations
 - Assisted principals and staff in improvement of curriculum and instructional program
 - Assisted in development and implementation of policies concerning classification, promotion, graduation, failure, and progress of students
 - Oversaw the development of instructional supply budgets and monitored the expenditure
 - Assumed lead role in selection of principals, assistant principals, and instructional leaders
 - Served as the Superintendent’s designee for level II grievance hearings
 - Implemented the district’s desegregation plan in the Instructional Services Division

Media Manager & Archivist

[CAREERS](#)

TITLE OF POSITION: Media Manager and Archivist - Contract

ANNUAL ENTRY SALARY: \$50,000 - \$60,000 depending on experience

GENERAL SUMMARY:

The Media Manager and Archivist is responsible for the audio and video assets collected and created by Mississippi Public Broadcasting (MPB), including the creation of metadata records and is responsible for policies regarding the creation, storage, preservation, organization, description, and access to these materials. The Media Manager and Archivist is responsible for initiating and maintaining outreach, reference, and collection development activities for MPB's archives and other digital asset collections.

ESSENTIAL FUNCTIONS:

- The Media Manager and Archivist provides a wide range of services in collaboration with the entire MPB team. Applicants must have the ability to complete the following essential job functions:
- Lead and coordinate efforts with the identified external digitization partner, to transfer audio and video assets to tape or digital media as needed.
- Access, arrange, describe, and otherwise process manuscripts, photographs, audio-visual assets, oral histories, electronic records, and other materials in accordance with standard and local principles and practices.
- Assist in the appraisal of records and items within the collection. Maintain an accurate and complete collection description and inventory.
- Assist in the development of strategies for the preservation and reformatting of materials in the collection.
- Conduct basic preservation of materials such as cleaning and mending of damaged audio and visual material.
- Manage expectations and formats with the digital partner throughout the digitalization process and maintain an overall knowledge of the process.
- Creates and maintains a digital asset management system.

- Manages video archive media inventory and the processing of media content for archival preservation using current best practices for media preservation and storage.
- Oversees the curation and footprint of physical and digital assets and their integration into the media library using video file mastering, ingest/scan, or audio migration workflows.
- Provide quality assurance of legacy metadata for accuracy, completeness and data integrity of records and related digital assets.
- Ensure that the audiovisual collection items are accurately catalogued and indexed.
- Assist in updating and maintaining internal audiovisual databases.
- Assist in uploading newly digitized items in the newly created data management system.
- Manage descriptive, technical, administrative and preservation metadata for both accessibility and long-term preservation of digital assets and related metadata.

EDUCATION AND EXPERIENCE

A Bachelor's degree in a Library Science from an American Library Association (ALA) accredited program or degree in Archival Studies with an emphasis in media archival management, preservation management or digital curation

OR

two or more (2+) years of experience in an archive or media library working with video, film and sound formats

PREFERRED QUALIFICATIONS:

- Masters degree in related field.
- Experience with ingesting video into a Media Asset Management system.
- Two years' experience in a Broadcast/Digital Media technical environment.
- Broadcast knowledge preferred.

All applicants may send their resumes/applications to careers@mpbonline.org

Mississippi Public Broadcasting Institutional Plan for Preservation of Digital Materials

Mississippi Public Broadcasting (MPB) is still in the early stages of preserving and digitizing its massive collection of media. In 2022, MPB began the process of inventorying and cataloging its collection. Attached is a copy of the treatment proposal for that stage.

As MPB moves into the digitization stage of this project, we will work with partners, contractors and consultants to develop, approve and implement an institutional plan for digital materials.

MPB will provide a copy of that plan to the National Archives when it is available.

Treatment proposal for media collection before digitization

**Mississippi Public Broadcasting,
July 2023; Rachael Stoeltje**

Conservation plan:

Magnetic Media: As many of the items which we will be digitizing are many decades old, and at times have not been stored in ideal storage circumstances, some of the material is deteriorating. With the magnetic media in particular, there is a concern to digitize much of the oldest material that is held on 2" quad videotapes as these are the most in jeopardy due to the age, and expectation of life span of magnetic media. Some of these tapes may be suffering from sticky shed syndrome and we will communicate with our digitization vendor to ensure they are prepared to bake any video that is exhibiting signs of this. The 1" Type C videos also may need this treatment.



Acetate 16mm Motion Picture Film: We have also tested all of the 16mm acetate film for vinegar syndrome and there are many which are suffering. As a result, some of these films, and especially the unique original film elements from [William Faulkner: A Life on Paper](#) are badly deteriorated. We plan to work with an archival digitization vendor to treat any deteriorated film prior to digitization. For any deteriorated acetate film, we will work with vendors prior to sending material when film is shrunken, suffering from vinegar syndrome, or brittle. Treatment may include re-plasticizing prior to digitization. We will also be rehousing all of films in archival polypropylene archival vented film cans.



Rachael Stoeltje
Preservation and Digitization Consultant



State of Mississippi

TATE REEVES
Governor

MISSISSIPPI DEVELOPMENT AUTHORITY

October 30, 2023

Royal D. Aills, Executive Director
Mississippi Public Broadcasting
3825 Ridgewood Road
Jackson, Mississippi 39211

Dear Executive Director Aills:

I am writing to support Mississippi Public Broadcasting's (MPB) endeavor to preserve and digitize its historic television and video recordings. This project stands as a vital contribution to safeguarding our cultural heritage and ensuring its accessibility to a broader audience.

MPB's dedication to meticulously cataloging, preserving, and digitizing over 14,000 pieces of archival material is truly commendable. By guaranteeing the availability of these invaluable resources, MPB is not only preserving history but also enriching our collective understanding of it.

MPB's thoughtful and comprehensive approach to technology and resource management, thorough planning, and strategic collaborations with partners underscores MPB's commitment to the responsible stewardship of cultural assets.

This project will have a profound and lasting impact on our knowledge of U.S. history and culture. It is with great anticipation that I look forward to witnessing the positive outcomes of MPB's archival initiative.

Warmest regards,

A handwritten signature in blue ink, appearing to read "Nina Parikh".

Nina Parikh
Director, Mississippi Film Office



MISSISSIPPI
ARTS COMMISSION

November 30, 2023

Royal D. Aills, Executive Director
Mississippi Public Broadcasting
3825 Ridgewood Road
Jackson, Mississippi 39211

Dear Executive Director Aills:

I am writing to support Mississippi Public Broadcasting's (MPB) endeavor to preserve and digitize its historic television and video recordings. This project stands as a vital contribution to safeguarding our cultural heritage and ensuring its accessibility to a broader audience.

As Director of the Mississippi Arts Commission, I believe that preservation of this form of art is vital to our state. We produce an outsized cultural product and provide the nation with leading artists across all mediums – television, film, writing, visual arts, music, and more. Many of these artists have interacted with or been showcased by MPB. MPB's dedication to meticulously cataloging, preserving, and digitizing over 14,000 pieces of archival material is truly commendable. By guaranteeing the availability of these invaluable resources, MPB is not only preserving history but also enriching our collective understanding of it and access to it.

MPB's thoughtful and comprehensive approach to technology and resource management, thorough planning, and strategic collaborations with partners underscores MPB's commitment to the responsible stewardship of cultural assets.

Given the influence of Mississippi on America's cultural product, this project will have a profound and lasting impact on our knowledge of U.S. history and culture. It is with great anticipation that I look forward to witnessing the positive outcomes of MPB's archival initiative.

Sincerely,

David Lewis
Executive Director
Mississippi Arts Commission





October 31, 2023

Royal D. Aills, Executive Director
Mississippi Public Broadcasting
3825 Ridgewood Road
Jackson, Mississippi 39211

Dear Executive Director Aills:

I am writing to support Mississippi Public Broadcasting's (MPB) project to preserve and digitize its historic television and video recordings. This project stands as a vital contribution to safeguarding our cultural heritage and ensuring its accessibility to a broader audience.

MPB's dedication to meticulously cataloging, preserving, and digitizing over 14,000 pieces of archival material is truly commendable. By guaranteeing the availability of these invaluable resources, MPB is not only preserving history but also enriching our collective understanding of it.

MPB's thoughtful and comprehensive approach to technology and resource management, thorough planning, and strategic collaborations with partners underscores MPB's commitment to the responsible stewardship of cultural assets.

And MPB's cultural assets are substantial. Over the years, MPB has created important content documenting Mississippi's rich cultural legacy and history. They have partnered with the Mississippi Humanities Councils on several projects throughout our 51-year history. Thus, this project will have a profound and lasting impact on our knowledge of U.S. history and culture. It is with great anticipation that I look forward to witnessing the positive outcomes of MPB's archival initiative.

Sincerely,

Stuart Rockoff, Ph.D.
Executive Director
Mississippi Humanities Council

The Mississippi Humanities Council

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Preselfannie McDaniels
JACKSON

Vice Chair

Douglass Sullivan-González
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***Governor's Appointees**

Staff

Executive Director
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Carol Andersen

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Evan Jones