03-C-0490

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
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March 17, 2003

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900
55 Trinity Avenue, SW
Atlanta, Georgia 30335

RE: Appointment to the People TV Board

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Helena Mitchell** to serve as a member of the **People TV Board** for the City of Atlanta. This appointment is for a **term of three (3) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Mitchell will serve the People TV Board and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,

Shirley Franklin

Enclosures

HELENA MITCHELL
670 Greystone Park
Atlanta, Georgia 30324
(404) 870-9977 home
helena.mitchell @ gcatt.gatech.edu

EDUCATION

Ph.D. Syracuse University 1987
Newhouse and Maxwell Schools, Telecommunications Policy
Concentration in long-range planning, technology utilization and communications law.
Significant coursework in gerontology.

M.S. Syracuse University 1978
Newhouse School, TV/Radio

B.S. S.U.N. Y. at Brockport 1970
Social Sciences, Secondary Education

Attorney Training Course (refresher, FCC) 1996
Total Quality Management Certification (FCC) 1993
Federal Communications Commission Supervisory Certification 1992

TELECOMMUNICATIONS EXPERIENCE

GEORGIA CENTERS FOR ADVANCED TELECOMMUNICATIONS TECHNOLOGY
Georgia Institute of Technology
Atlanta, Georgia July 2000-Present

Director, Office of Technology Policy & Programs
Principal Research Scientist, School of Public Policy

- Newly established office to guide the development of the technology policy agenda of the Georgia Research Alliance research institutions and partners.
- Leads the development of innovative policies and creates programs that foster and stimulate Georgia's movement into new technology areas and that strengthen the State's position in existing technology arenas.
- Leads staff in the creation of services that provide value-added regulatory and technology policy information to business incubators and the technical and academic partners of the GCATT enterprise. Creator of the Technology Policy Paper Series, occasional and permanent.
- Director of Innovative & Dynamic Educational Applications for Learning (IDEAL) research center. Recipient of national and statewide grants. Sponsors include the Georgia Technology Authority, the National Science Foundation, the US Department of Education ($5M to establish the Wireless Rehabilitation Engineering Research Center [RERC]) and the University System of Georgia, Board of Regents. Research areas include wireless, broadband, advanced technology development, spectrum utilization, delivery of technology services to all citizens (particularly challenged persons), development of tools to increase synergies among educational, government, community and business partnerships.
- Serves on committees at universities, community boards and industry boards.

GEORGIA RESEARCH ALLIANCE (GRA)
Clark Atlanta University and Georgia Institute of Technology
Atlanta, Georgia April 1997 - July 2000

Eminent Scholar for Distance Learning

- Lead the GRA research institutions and other schools in the creation of partnerships to stimulate technology enriched initiatives which utilized educational telecommunications for television, radio, wireless, Internet and satellite distribution in Georgia.
- Examined the role of public policy in addressing technology's impact on education.
- Designed a collaborative virtual research center --Innovative and Dynamic Educational Applications for Learning (IDEAL), which explores how creative learning environments and stimulating technology tools can significantly improve anywhere, anytime learning and assist in retooling the workforce. Project spanned educational, community and business environments and created appropriate "hot groups" to push innovative learning technology applications into the private sector for commercialization.
- Specific research focus included wireless learning environments, interfacing satellite feeds into wireless and digital environments, last meter and bandwidth over wireless networks, asynchronous and synchronous robustness of wireless technology, and examining how 3D, Mpeg2-4 and other technologies can improve the retention and learning of complex topics for special audiences.
- Wrote and received funding and/or sponsorship from BellSouth, AT&T, Mellon Foundation, National Science Foundation and local corporate entities.
- Served on committees at universities, educational boards and industry boards.
- Provided briefings for domestic and international officials such as the Parliament South Africa, Korean ministry, and companies interested in technology, regulatory and spectrum issues, public policy trends, and telecommunications businesses.

FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. November 1991 – March 1997

Associate Chief
Strategic Communications, Office of Engineering and Technology March 1995 - March 1997

- Newly created position to establish dialog with new and advanced telecommunications industries, telecommunications proprietary product development, enhance spectrum utilization, and speed the deployment of technology to the public.
- Created comprehensive external affairs company to ensure the involvement of industry, state and local officials, and the public in the FCC decision making process.
- Worked with companies in high tech corridors and their partner educational institutions to ensure awareness of new and advanced technology initiatives and the rules and regulations that might impact on product development, spectrum assignments and technology licensing.
- Provided analytical discussion of the issues, rulemaking matters and policy initiatives of the FCC to legislative and regulatory entities, industry officials, the media, and other entities affected by our decisions.
- Determined the most effective and efficient manner to nationally disseminate FCC rulings and created educational activities to promote the mission of the FCC.
- Major projects included NII/SuperNet (wireless) devices, DTV spectrum allocation transition details, Universal Service Section 254, Section 508, and Advanced Telecommunications Incentives Section 706 of the Communications Act of 1996, and public issues such as V-chip, RF hazards, equipment certification, and experimental licensing.

- Member, **National Information Infrastructure Task Force Committee on Applications and Technology** and the **FCC Educational Technologies Task Force.**
- Developed courses on technology, regulatory and privatization issues in telecommunications for the U.S. Telecommunications Training Institute and for the CONATEL Continuing Education program in South America. Met with domestic and international companies regarding the regulation of business and setting up regulatory environments.

Chief
Emergency Alert System (formerly old EBS) November 1991 - March 1995

- Responsible for analyzing 40 year old Emergency Broadcast System (EBS) and establishing new policy, operational and technical procedures to substantially modernize the system. Assured new system would be available and accessible for individuals with special challenges..
- Worked extensively with telecom industries including cable, telephony, satellite, paging, cellular, wire services, and networks to ensure the new system would be compatible with all technologies. Oversaw field testing of proposed new system devices and focus groups on system effectiveness.
- Held eight regional workshops to gather pertinent data for rulemaking.
- Authored Report and Order/Further Notice of Proposed Rule Making, and Notice of Proposed Rule Making/Further Notice of Proposed Rule Making to replace the current EBS with a sophisticated emergency telecommunications national network. Extensive coordination with state and local officials, telecommunications companies, manufacturers, engineers, and the media to guarantee success of the system on the national, state and local level.
- Served as **Bureau Agenda Item Coordinator**. Responsible for coordinating, analyzing and recommending action on Commission rulemakings both domestic and international.

RUTGERS UNIVERSITY
New Brunswick, New Jersey January 1990 - November 1991

Director, Office of Television and Radio, administrator of telecommunications and broadcast quality production facilities

- Developed Rutgers Distance Learning ITFS system. Created interactive facility using robotics.
- Created and launched Rutgers national satellite system by securing two Federal grants from the Department of Commerce, Public Telecommunications Facilities Program.
- Executive-in-charge and/or executive producer of award winning news/public affairs series carried by more than 25 channels including WNET -TV and the Cable Television Network of New Jersey.
- Executive-in-charge of productions and executive producer of all documentaries and specials including documentaries on Eastern Europe, performing artists, hate crimes, the functionally illiterate, election analyses, and regularly scheduled series.
- Responsible for funding all programming and operating capital through underwriting and grant activity.
- Worked with deans, department heads and external clients to create specialized media projects, instructional and market specific programming including program concept, development of scripts, identification of distribution channels, budget preparation, and underwriting scheme. Created for clients a wide range of programming options including public service programming, instructional, educational, infotainment, documentary, performing arts, teleconferencing, and public broadcasting specials.

SYSTEMS ASSOCIATES CANADA LTD.
Toronto, Ontario 1987 -1989

Vice President, Corporate Development

- Developed international communications programs, seminars and conferences in telecom, government and education.
- Authored reports on the uses of technology and its applications for education, intergovernmental initiatives and business.
- Facilitated projects between U.S. executive branch, Congress, government agencies, private sector and foreign ministries.
- Major projects were in Caribbean and Canada ranging from creating news/business networks via telephony and wire services, evaluating broadcast systems, advising incubator communications companies, and designing emergency delivery services.

U.S. DEPARTMENT OF COMMERCE
National Telecommunications and Information Administration
Washington, D.C. 1980 -1987

Director, Telecommunications Development

- Created Executive branch policy initiatives to increase broadcast, non-broadcast, educational and ownership opportunities in the U.S., Canada and the Caribbean. Special emphasis on developing countries, their telecom infrastructures and privatization issues. Developed and executed domestic and international technology needs assessments.
- Evaluated and recommended recipients for $40 million in domestic and international telecommunications grants/loans, including the Public Telecommunications Facilities Program.
- Directed staff engaged in research and analysis of policy issues relating to the potential growth areas of communications and the innovative uses of public telecommunications.
- Developed domestic and international telecommunications conferences, workshops and seminars which attracted more than 23 countries and served more than 5,000 business, foundation, educational and telecommunications entities.
- Authored numerous telecommunications studies, policy reports, speeches, and FCC filings.
- Prepared statements for presentation before Congressional Oversight and Appropriation Committees, briefing books, and created agency Congressional tracking system.
- Worked closely with the Hill, state and local government and other agencies including Education, State, Treasury, and Agriculture in drafting domestic and international documents of mutual interest.
- Held other policy positions over the seven years.

WNET/13- TV
New York, New York 1974 -1977

Director, Community Services Center

- Established and directed a new department to serve the tri-state viewing audience.
- Responsible for tri-state media coordination and audience research projects on media usage.
- Created public outreach, educational and community service programs.
- Producer of public affairs programming "Lifeboat New York" series, editorials, specials, and Public Service Announcements.

WNYC-TV/AM-FM
New York, New York 1971 -1974

Director, Community Media Division
- Responsible for creation and administration of division.
- Executive producer of two radio series, one television series, and station community pilots including "Youth America" and "Up South News."
- News editor for evening radio news.
- Developed training programs including news reporting, cable access for community leaders, and media production. Students received academic credit.
- Responsible for ascertainment projects, tri-state media coordination, public and government relations.

REPRESENTATIVE CONSULTANCIES

Reviewer
U.S. Department of Commerce, NTIA, 1998-2000
New York Council on the Arts, 1988-1990
Grant programs for U.S. Department of Education, 1975-1980; 1990's.

Programmatic and Technical
NASA Millennium Conference for Model Institutions of Excellence, 2000
Caribbean News Agency (CANA) financial news, editor, 1988-1989
New York Council on the Arts, developed evaluation model for grant evaluators/field offices and technical assistants, 1975-1980
DHEW, Office of Civil Rights, 1973-1976
Cable TV talk show host, 1970s
Owner of small business, 1970s

Education Consultant
Broadcast Technology Diploma on-line five-quarter curriculum program developed for Georgia Department of Technical and Adult Education, Atlanta Technical College, 2002-2003
Newark, New Jersey; Greenwich, Connecticut; Atlanta, Georgia public school systems. 1975-1977; 1998-2000.

ACADEMIC EXPERIENCE

- Principal Research Scientist, Georgia Tech, 2000-present
- Professor of Public Policy, School of Public Policy, Georgia Tech, 1997-present
  Taught graduate special topics: Technology Processes and Policy, 1999
- Professor, Communications Department, Clark Atlanta University, 1997-2000
  Taught Mass Communications Research Methods; Media Arts Studies, 1998 & 1999
- Senior Research Fellow, Rutgers University. School of Communication, Information and Library Studies. Journalism resources Institute. 1993-1999
- Associate Faculty Member, Rutgers University. School of Communication, Information and Library Studies; Graduate Program. Taught Telecommunications Processes and Policy; Information and Communications Technology; Telecommunications and Mass Media Management; Print and Broadcast Journalism. 1990, 1991
- Adjunct, Trenton State College. Communication and Theater Department. Taught Debate and Advocacy; Persuasion and Propaganda; Group Discussion and Leadership. Fall 1990
- Instructor, Syracuse University. Newhouse School, International Program. (Graduate Assistant). Teaching third world professionals and teachers American Broadcast Techniques. 1979-1980

- Research Coordinator, Syracuse University. Newhouse School. (Graduate Assistant) In charge of research library facility and broadcast/law research projects. 1977-1978
- Educational Specialist, Columbia University N.Y. Summers 1971-1972
- Teacher, Board of Education, Brooklyn, N.Y.; J.H.S. 258, 8th grade, Urban Studies. 1970-'191
- Teacher, Upward Bound, Rochester, N.Y.; 12th grade, History. Summers 1968-1970
- Tutor-Counselor Coordinator, S.U.N.Y. at Brockport, Summer Start Program, 1968-1970
- Teacher, Board of Education, Rochester, N.Y.; Monroe H.S., 12th grade, regents class. 1969

Served on numerous academic faculty and staff search committees, other service within the academic community over three decades.

Served as Master's thesis advisor, on dissertation committees and as dissertation committee reader. Designed and taught other courses for graduate and diploma programs.

Since 1973 I have spoken at numerous universities and colleges including Harvard University, Princeton University, Cornell University, Brown University, Columbia University, Georgetown University, George Washington University, Syracuse University, Boston College, Rochester Institute of Technology, University of Rochester, Historically Black Colleges and Universities, GA universities, and the University of the West Indies.

PUBLISHING ACTIVITIES

Extensive writing on telecommunications, policy, international, technical, and funding issues with an emphasis on public telecommunications, alternative technologies to broadcasting, privatization vs. government ownership, strategic planning, and bridging engineering to technology applications.

Samples include:

- Editor-in-Chief, GCATT Office of Technology Policy "Working Paper Series." Including papers on privacy, utilization and commercialization aspects of floating spectrum, and universal access in a digital age.
- Editor, "Digital Georgia". White Paper for the Governor and State Legislature of GA. See www.digitalgeorgia.com 2000.
- Columnist, "InSights: Making Technology Work for You", Inside CAU, 1998-2000.
- "The Effect of the NII on Local, State, and Federal Government Emergency Management" *Information Infrastructure Reaching Society's Goals* at pp. 89-105. Washington, D.C.: NIST Special Publications 868, September 1994. (Co-author)
- "Moving to the Future...accessibility for all citizens" *Facing the Challenge.* Washington, D.C.: National Academy Press. October 1993.
- "Where's the Test?" *Facing the Challenge*. Washington, D.C.: National Academy Press, October 1993.
- "*The Global Workplace -- A Report on Telecommunications and Productivity.*" NTIA.
- "A *Five Year Plan for Public Telecommunications in the U.S. and its Territories.*" NTIA.
- "There's No Turning Back" *ACCESS.* Georgia Tech newsletter. Fall 1997.
- "TV and Radio Internships: How to Make Them Work for You" Chapter 15 in *Radio and Television Careers.* Hawthorne, NJ: Career Press. 1992.
- "Public Broadcasting" Chapter 14 in *Telecom* 2000. Washington, D.C.: NTIA Special Publication pp. 88-21, 1988.
- "Role of the Federal Government in the Funding of Public Telecommunications Facilities," Library of Congress, UMI, Dissertation. 1988.

- Reviewer, manuscripts for Focal Press communications technology books; Journalism Quarterly public broadcasting/educational communications books.
- Editor, WNET/TV Newsletter; "Exchange" 1970s; Editor, National Association of Educational Broadcasters; "Minorities in Telecommunications" 1970s; Contributing Editor, National Association of Broadcasters; "AIRTIME" 1970s; Editor, Newhouse Newsletter, "Clipnotes" 1970s; Book Reviewer, Journalism Quarterly.

In addition, for the past three decades have delivered speeches and keynote addresses at professional and academic conferences. Selected titles include:

Technical Issues: Emergency & Disaster Communications Impact on Persons with Disabilities. Transition to DTV and its Impact on Georgia. Distance Learning – Technology-based Approach to Education. Applications for Distance Learning in Telemedicine. Reaching Spectrum Goals. Achieving the Engaging Classroom. Technology and the Future. The Future of Digital Television. Uses of Alternative Technologies for Delivery of Broadcast Services. Utilization of Instructional Television Fixed Services to Strengthen and Promote Innovation. Possible Users of an Expanded AM Band. UHF-VHF Switches. Resolution of Long Standing FM Radio Interference with TV Stations. Newspaper Cross-Ownership.

Communications Issues: Careers in the Media: Diagnosis for the Future. Creating Tomorrows Professorate: Monitoring Faculty Diversity in Higher Education. Regulatory and Policy Goals for Wireless Technologies; Planning and Regulations in the United States. Values Clarification and Creative Programming. Rural Telecommunications. Is Communications the Right Field for You? Women and Minorities in Telecommunications Ownership, or the World is Bigger Than Radio/TV/Film. College Stations, Who's Listening? Nonbroadcasting, Not a Dirty Word.

Policy Issues: Current Research on Mobile Wireless Technologies for Persons with Disabilities. Regulatory & Policy Issues in Telecommunications. New Curriculum Development in Mass Communications in Higher Education. Telecom Policy & Education. Accepting the Challenge: Black & Latino Leadership for the 21st Century. Government & the Media: Complementaries & Tensions. EBS: Here Today, Gone Tomorrow. Research Methods in Executive Branch Policymaking. Role of the Federal Government in Funding Telecommunications Projects. Future Public Telecommunications Needs in the US and its Territories. Role of the Executive Branch in Formulating Policy. Three Scenarios for Public Television. Star School Program, What's it All About? Who's Counting? The Planning and Policy Arena of Television. *Extensive speech and statement writing for presentations before Congressional Committees, Oversight Hearings, White House Press office, FCC, NTIA, international forums, etc.*

Funding Issues: Universal Service Fund & Georgia. Discovering the Key to Grant Writing for Technology Projects. Alternatives to Government Funding. The Art of Winning a Grant. Government, Foundations, Corporations and Other Funding Sources. The Funding Dilemma of Educational Telecommunications in North America and Abroad.

International Issues: Communications Policy: The Effect on Third World & Developing Countries. United States Regulatory Framework and How it Affects Prospects for Investment in Latin America. International Uses of Telecommunications. Developing Countries and their Telecommunications Needs. Telecommunications Investment Opportunities in the Caribbean. Privatization Abroad: Is There Opportunity for Americans? Government Ownership of Broadcast Facilities in North America, the Caribbean, and Saudi Arabia. Long Distance Teaching Via Slow Scan or Satellite. Cooperative Telecommunications Projects.

SYNERGISTIC & GRANTSMANSHIP IN THE PAST FIVE YEARS:

Director, Innovative and Dynamic Educational Applications for Learning (IDEAL) interdisciplinary research center, **Private Sector Sponsors**. Ongoing, greater than $500,000.

Principal Investigator/Director, **U.S. Department of Education, National Institute on Disability and Rehabilitation Research** grant award to establish a Rehabilitation Engineering Research Center on "Mobile Wireless Technologies for Persons with Disabilities." Ongoing, $5,000,000.

Principal Investigator, **University Systems of Georgia, Board of Regents** 8 months, $113,000.

Principal Investigator, **Georgia Technology Authority, "GTA Modernization Technology Policy Team"** 20 months, $388,000.

Principal Investigator, **National Science Foundation, Division of Advanced Infrastructure & Research** grant award, "A Statewide Satellite High-Bandwidth Internet Delivery System with Integrated Video-on-Demand to Georgia's Educational Community" 18 months, $162,000.

Principal Investigator, **National Science Foundation, Division of Experimental and Integrative Activities** grant award, "Connecting Minority Educators to Technology (NECC)" 1999, $60,000.

Other funding sources for collaborative activity have included the Georgia Department of Community Health; The Mellon Foundation; BellSouth; AT&T; Department of Commerce, National Telecommunications & Information Administration; EarthWalk; Georgia Research Alliance; Southern Arts Federation.

RECENT SERVICE & BOARD ACTIVITY

- Board of Trustees, Atlanta Historical Society, 2003-2006
- IT Advisory Council, Georgia Tech Economic Development Institute, 2003-2004
- Judge, Law & Policy Paper Competition, Broadcast Education Association, 2002, 2003
- Advisory Board, Government Technology Conference – SE, 2002
- Board of Directors, Georgia Radio Reading Service, 2001-present
- Board of Directors, Georgia Distance Learning Association, 2001-present
- Advisory Council, Georgia Tech Center for International Business Education and Research, 2000-present
- Technology Advisory Council, Georgia Municipal Authority, 2000-present
- Mentor, ATLAS (program under Greater Southeast Girl Scouts), 1999-2001
- Advisory Council, Atlanta Association of Black Journalists, 1999-2000
- Board of Directors, International Teleconferencing Association, 1999-2000
- Advisory Technology Council, Atlanta Public Schools, 1998-2000
- Education and Outreach Committee, Georgia Tech/Emory Center for Engineering of Living Tissues, 2000-present
- Chair, premier poster session, "2001 International Symposium on Forecasting"
- Chair, Georgia conference on "Funding Sources for Technology in Education," 1998, 1999
- Planning Committee, Telecom South III conference of the Southern Growth Policy Board, 2000
- Judge, Crystal Radio Awards, National Association of Broadcasters, 1993.
- Judge, Regional EMMYs. NY Chapter of the National Academy of TV Arts and Sciences.1973-78. 1987-90.

SELECTED HONORS

- 2001 Technical Achiever of the Year. Technologist Category, National Technical Association.
- Exemplary Organization of the Year, FCC, 1994.
- Silver Medal for promotional short piece, CASE Awards, 1991.
- Best Single Educational Programming. Best Single Children's Programming. Best Single Music Programming. Best 60 Second PSA. CASE Awards, 1990.
- Best Series. Best Documentary. Best Performance Program. CAPE Awards, 1990.
- Gold Medal for information programming and Silver Medal for Marketing. International Television Association, 1990.
- Bronze Award for Decade of Achievement for Public Service Announcements, CASE Awards, 1990.
- Co-Chair, Alumni Association, Syracuse University, 1989-1992.
- Silver Medal Awards: U.S. Department of Commerce for outstanding achievement (engineering coverage model) 1985; for outstanding leadership (international educational communications trade mission) 1987.
- Chair, Task Force on North America and Caribbean Cooperative Telecommunications Development. 1987-1991.
- Maxwell School Honors Fellow, Executive Branch, 1980.
- Federal Summer Intern, Department of Commerce, Summer 1980.
- Ph.D. Senator, Graduate Student Organization, Syracuse University, 1978-1980.
- University Senator, Governing Board, Syracuse University, 1978 -1980.
- Chancellor's Leadership Conferences, 1978-1980.
- Reader's Digest Research Grant, 1979.
- Who's Who Among Students in American Universities and Colleges, 1978.
- Administrative Graduate Assistant, Newhouse School, Syracuse University, 1977-1979.
- Jaycee's Bicentennial Community Service Award, 1976.
- Deputy Director, Howard University, Annual Communications Conference, early 1970s.