

**Name: J. Lisa Jones**

**Occupation:** pottery teacher, retired

**Employer:** City of Tucson Parks & Recreation from 1994 to 2002

**Membership in Professional Organizations:** past/present

- Alliance for Community Media
- Brain Injury Association of Arizona (formerly Arizona Head Injury Foundation)
- Southern Arizona Clay Artists (S.A.C.A.)
- National Council on the Education of Ceramic Arts
- NFLCP (National Federation of Local Cable Programmers) → became ACM (Alliance for Community Media)

**Involvement with Community Organizations:** past/present

- Access Tucson, member since 1984. Also, for years I volunteered each month on the Access Tucson's program, Local Matters, which gave not-for-profit organizations the opportunity to get their mission/message out into the Tucson community. By running camera on Local Matters, albeit in a small but real way, I was able to be involved with hundreds of community organizations over many years.
- Volunteered for the Tucson Parks & Recreation Pottery Department (when not employed there), including contributing to Empty Bowls projects which were fundraisers to feed the hungry.
- Vice President of the Jefferson Park Neighborhood Association
- Jefferson Park Neighborhood Representative to the CCRC (Campus Community Relations Committee)
- Jefferson Park Neighborhood Liaison for the UA Mortar Board Neighborhood Clean-Up Projects
- Jefferson Park Neighborhood Design Manual Committee for the NPZ (Neighborhood Preservation Zone)
- Grant implementation committee > Park Avenue Enhancement Project
- Precinct Committeeperson – Precinct 42, Legislative District 28 – for the Pima County Democratic Party
- Participant in Voter Registration drives
- Election Night Receiving Board Observer representing the Pima County Democratic Party
- Election day Poll Watcher representing the Pima County Democratic Party
- Election Hand-Count Ballot Auditor representing the Pima County Democratic Party
- The Humane Society of Southern Arizona
- Handi-Dogs
- T.R.O.T. (Therapeutic Riding of Tucson)
- St. Luke's Home for the Elderly

## **Why do you wish to serve as a Director of Access Tucson?**

I have served as a Director on the Access Tucson Board since the spring of 1991. During that time there have been innumerable ups and downs in Access Tucson's existence – real threats and a multitude of successes. As a Board Director, I believe I have contributed substantially to Access Tucson's surviving those threats, as well as attaining some of its accomplishments. At the risk of bragging, I do believe I have made a real, positive difference. As such, I would very much like the opportunity to continue to do so by continuing to serve on Access Tucson's Board. And, frankly, I believe Access Tucson still needs me. I believe I have truly contributed to Access Tucson's survival, but there is so much more work to be done to make Access Tucson's survival – and new growth -- a reality.

In the last few years we have faced many challenges, but none so threatening as the dire budget cuts of the last 15 months. As such, Access Tucson has experienced excruciating loses, loses in staff and loses in services to individuals, as well as the greater Tucson community. Yet, Access Tucson is still alive -- thanks to much heartfelt determination and hard work. ...Yes, Access Tucson has changed. And the reality is that it will – it must – continue to change, if it is to survive at all. The developing survival plan entails Access Tucson becoming part of something much more expansive and inclusive, a community media center. With my experience, training and vision, I believe I can be a positive voice in making these necessary changes happen -- so that, at the core of this new community media center, Access Tucson's essential integrity will still be maintained.

I have always believed passionately in the philosophy of public access: facilitating electronic media to all, truly equal opportunity; providing a forum for free speech and creativity; encouraging diversity; bending over backwards to be fair; supporting people's finding their own voice through electronic media – the essence of Access Tucson. I love this place. I have loved being here, using the facility myself, experiencing its amazing dynamic. And I have an enormous appreciation for other people who are a part of Access Tucson too.

Finally, I've lived in Tucson since January, 1977. I believe I have an in-depth appreciation for the unique needs of Access Tucson's producers and members, as well as the needs of the broader Tucson & Pima County community. How – and whether -- Access Tucson can meet those needs in a new world of financial challenges and developing technology remains to be seen. To do so it is imperative that Access Tucson be sustainable, as well as relevant, finding new ways to serve the breadth of its constituency in the greater Tucson community, hence, the vision of a Tucson Community Media Center. With that vision we will not only survive, we can take flight with cyber-wings!

**What expertise or special qualifications do you possess which you feel would be important to Access Tucson?**

COMMITMENT & WILLINGNESS TO SERVE; TRAINING; EXPERIENCE:

- Currently serving on the Board as an At-Large Director
- Currently serving on the Transition, Development and Executive Committees
- Executive Committee, served six years as Board President/Chair
- Other Committees past: Board Affairs, Grants & Scholarship, Fiscal Affairs Committee, Preparedness Task Force, Member Relations Ad Hoc Committee, Programming & Public Relations Ad Hoc Committee, People for Access Tucson Task Force (founding committee), Strategic Planning Committee, Facilities & Programming Subcommittees (Strategic Planning), Public Policy Committee, Relations & Collaborative Program Initiatives Committee (Chair), Local Origination Committee, Ad Hoc Committee on Board Governance
- I am one of the founding Board members of People for Access Tucson – an independent, 501C3 organization founded “to support Access Tucson, a community resource which promotes participatory democracy by providing citizen access to TV and other electronic media.”

Other relevant experience:

- Strategic Planning Retreats, Tucson, AZ, Nov., '07 & Feb., '08
- Community Media Center Feasibility Presentation, Access Tucson, Oct. '07
- Alliance for Community Media National Conference, Minneapolis, MN, July, '07
- Alliance for Community Media Western Regional Conference, San Jose, CA, Oct '06
- Alliance for Community Media National Conference, Monterey, CA, July, '05
- Alliance for Community Media National Conference, Tampa, FL, Summer, '04
- Alliance for Community Media Western Region Conference, Santa Rosa, CA, Fall, '02
- Alliance for Community Media National Conference, Houston, TX, Summer, '02
- Alliance for Community Media National Conference, Tucson, AZ, Summer, 2000
- PEG (Public, Education & Government Access) Forum mandated by the Mayor to advise the City Council & Mayor on telecommunications issues as related to PEG, after the 1997 Cable License renewal with the City of Tucson.
- National Foundation of Local Cable Programmers (NFLCP) Conference, Los Alamos & Santa Fe, NM, 1984

Member of Access Tucson since May 28, 1984, and, as such, have first-hand knowledge of video production processes;

- Have produced several of my own productions over the years, including: Animals' Assistance; From AIDS to Eternal Peace; Living with Integrity I; Living with Integrity II; AIDS and Entitlements; Los Beneficios Y EL SIDA; Living with AIDS: the Nuts and Bolts of Survival; I Buckle-Up, I Helmet-Up, I'm Head-Smart!; The Tom Volgy Campaign; Young Democrats National Convention; Democratic Perspectives; Political Perspectives Special: Mrs. Edwards Talks with Tucsonans; and, currently, continuing with the series, Political Perspectives.
- Have crewed on other member's productions over the years too, including *Home Ownership American Dream, Northwest Neighborhood Center Board Meeting, Tucson Remembered, Toastmasters, Let's Talk About It, Democrats and the Issues, Valley of the Moon & My Commentary*. (Am currently still on the crew of *Democrats and the Issues*.)
- Have also crewed & volunteered on several Access Tucson produced shows over the years, some of which include: *Local Matters* since its beginning, Aug '94, to present; MLK Celebration; City of Hope Awards Show; *Call City Hall; Recovery Expo; Rolling Thunder Down Home Democracy Tour; 4-H Club Youth Candidate Forum; CD Primary Forum;*
- *Tucson Vision; Wingspan Annual Benefit Dinner and Awards Ceremony; Democracy NOW!; Amy Goodman from Centennial Hall; Family Arts Festival* and occasionally subbing on *Government Connections*.

#### Education & Training:

- Community Foundation of So. AZ & Cox Communications "Lunch & Learn Series:" Digital Storytelling, Tucson, AZ, Dec. '07 & Foolproof Webplanning, Tucson, AZ, Oct. '07
- Community Media: Web 2.0, Kari Peterson, Presenter, Tucson, AZ, Oct. '07
- "Discover Your Digital Destiny" presentation at Access Tucson, June, '07
- Multicultural Leadership Development Program three-day workshop, training Directors (and "would be Directors") of not-for-profit organizations to maximize effective Board functioning with appropriate diversity in community representation, Tucson, AZ, April, '06
- Multicultural Leadership Development Program one-day workshop, "How to Be a Better Board Member," Tucson, AZ, Sept. '05
- Grants Workshop, Tucson-Pima Public Library, Aug. '06
- Community Foundation of So. AZ & Cox Communications "Lunch & Learn Series"
  - Podcasting/Webcasting: Tips for Production & Marketing for Non-Profits, Tucson, AZ, July '07
  - Blogging & the Internet: Marketing Tactics for Non-Profits, Tucson, AZ, July, '06

- Internet Basics, Non-Profit Use of the Internet & Websites, Tucson, AZ, June, '06
- Cable License Renewal Workshop with Sue Buske, Presenter, Tucson, AZ, Nov. '04
- Several class Certifications from Access Tucson (TCCC) over the years, namely, Orientation, Studio, Control Room, Field Production, CG, Editing & Advanced Audio, truck camera, DVC Pro camcorder, Amiga CG, Compix CG, Digital Field Production
- B.A. Radio-Television, The University of Arizona, 1984;
- M.F.A., Drama (Directing emphasis), The University of Arizona, 1980;
- B.A. Theatre Arts, The Ohio State University, 1970;

Other Qualifications:

- Director, Arizona Head Injury Foundation, Board of Directors, 1993-95
- KUAT Public Advisory Board, Radio Committee, Chair, 1984/85;
- Served on the KUAT Public Radio & Television Advisory Board, 1984/85
- Visiting Lecturer in the Radio-Television Dept. at the U. of A., 1984/85;
- Worked on the KUAT-TV Production Crew, 1981-84;
- Intern with Fran Darnton, Arts Producer, KUAT's Arizona Illustrated, 1981/82