

12-C-0981

A COMMUNICATION BY MAYOR KASIM REED:

APPOINTING MR. MAYNARD EATON TO SERVE AS A MEMBER OF THE PEOPLE TV BOARD OF DIRECTORS ON BEHALF OF THE CITY OF ATLANTA. THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

AUG 2 0 2012

COUNCIL

- CONSENT REFER
  - REGULAR REPORT REFER
  - ADVERTISE & REFER
  - 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
  - PERSONAL PAPER REFER
- Date Referred: 7/16/12  
 Referred To: City Utilities-COC  
 Date Referred:  
 Referred To:  
 Referred To:

First Reading

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

FINAL COUNCIL ACTION  
 2<sup>nd</sup>  1<sup>st</sup> & 2<sup>nd</sup>  3<sup>rd</sup>  
 Readings  
 Consent  V Vote  RC Vote

Committee City Utilities

Date 8/1/2012

Chair *[Signature]*

Action

Fav, Adv, Hold (see rev. side)  
 Other

Members

*[Signatures]*

Refer To

*[Signature]*

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)  
 Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)  
 Other

Members

*[Signatures]*

Refer To

MAYOR'S ACTION

CERTIFIED  
 AUG 2 0 2012  
 ATLANTA CITY COUNCIL PRESIDENT  
 CERTIFIED  
 AUG 2 0 2012  
 MUNICIPAL CLERK



12- C-0981

## CITY OF ATLANTA

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30303-0300  
TEL (404) 330-6100

KASIM REED  
MAYOR

July 2, 2012

**CONFIRMED BY**

AUG 20 2012

**COUNCIL**

Council President Ceasar Mitchell  
and City Councilmembers  
55 Trinity Avenue, SW  
Suite 2900  
Atlanta, Georgia 30303

**Re: People's T.V**

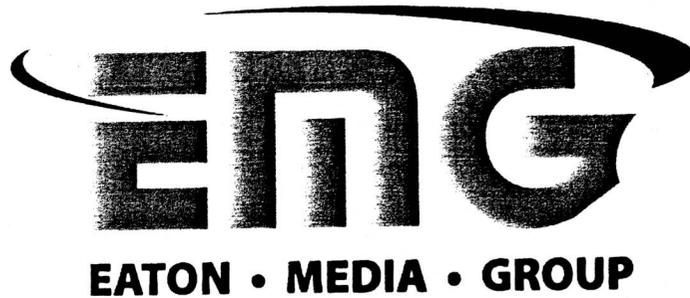
Dear President Mitchell and Members of the Council:

It is my pleasure to appoint **Maynard Eaton** to serve as a member of the People's T.V Board of Directors on behalf of the City of Atlanta. Mr. Eaton is a resident of the City of Atlanta, and willing to serve in this capacity. This appointment is for **a term of two (2) years, to begin on the date of Council confirmation.**

Based on his experience and commitment to the community, I am confident that Mr. Eaton will serve the City of Atlanta and the People's T.V Board with integrity and dedication. A copy of his qualifications is attached for your review.

Sincerely,

Kasim Reed



## **MAYNARD EATON**

### **BIOGRAPHY NARRATIVE**

Maynard Eaton is an award-winning journalist and media communications professional with a career spanning more than three decades. He is known for his work as a broadcast journalist, political columnist, media/public relations consultant, freelance writer/ editor and journalism professor. On and off camera, Eaton has parlayed his experience as a pioneering 8-time EMMY Award winning television news reporter into one of Atlanta's most influential multimedia communications professionals.

Since January of 2011, Eaton has taken on the position of National Communications Director and chief spokesman for the Southern Christian Leadership Conference [SCLC]. He serves as Press Secretary and Media Relations consultant for Isaac Newton Farris, Jr., the President/CEO of SCLC.

He also helms Eaton Media Group, a PR consulting firm specializing in writing, film and video production, and communications. Recently, he accepted the position of Senior Editor for S.E. Region News, an emerging media outlet for the Southeast region of the nation.

Eaton was the Press Secretary for 2009 Atlanta Mayoral candidate Jesse Spikes and Deputy Press Secretary for former Georgia Lt. Governor Mark Taylor, the 2006 Democratic gubernatorial nominee. He served as the senior partner, co-founder and editor-in-chief of The Newsmaker Journal, a weekly online magazine/newsletter with a readership of more than 40,000. In addition, Eaton was responsible for hosting its companion infotainment broadcast, the preeminent live-to-web cast political talk show, "Newsmakers Live," a first-of- its-kind journalism production where prominent political and business figures are expertly interviewed.

404-254-8322(cell) 404-522-1420x165(office) email: [eaton.maynard@gmail.com](mailto:eaton.maynard@gmail.com)

### **Other Notable Positions**

Eaton was also a founding member and contributing political writer for the Georgia Online News Service [GONSO] and a journalism professor at Clark-Atlanta University.

In 2008 Eaton served as press secretary for Republican Congressional candidate Dr. Deborah Honeycutt and worked as a media consultant/writer for then- Atlanta Mayoral Candidate Kasim Reed.

From 1991 to-date, Eaton has been a political columnist for The Atlanta Voice, Atlanta's premiere, African-American weekly newspaper. His award-winning column, Politics 411, is provocative and informative with a readership of more than 50,000. He is also a contributing writer for The Sunday Paper, a popular weekly alternative publication, and has been a media consultant to Atlanta Mayor Shirley Franklin and Macon's Mayor C. Jack Ellis.

Eaton regularly appeared as a political analyst on the Bill Campbell Morning Show which aired on WAOK-AM in Atlanta. He was a regular panelist on Atlanta This Week, a weekly TV news talk show, featuring prominent Georgia journalists.

During the 1999 and 2000 political seasons, Eaton served as a writer and media consultant for Republican presidential aspirant, Steve Forbes. During that time, he was one of three Atlanta journalists selected as a panelist for the televised 1998, Georgia Governor's race debate; and the 1997 and 2001 Atlanta Mayor's debate. He also served as an Associate Professor of Broadcast and Print Journalism in the Communications Department of Clark Atlanta University.

From 1990 to 1993, Eaton served as the Southeast Bureau Chief and political correspondent for Black Entertainment Television [BET]. He was a founding member of the National Association of Black Journalists (NABJ), and former president of the Atlanta Association of Black Journalists (AABJ).

In 1988, the Georgia Democratic Party selected Eaton to write and produce their video presentation welcoming all the Democrat delegates to the Atlanta Convention.

From 1986 to 1991, Eaton operated as managing editor for The Atlanta Tribune, a premier African-American monthly, business magazine. During this tenure, The Tribune's readership and advertising revenue doubled. Following that he was the managing editor of World African Network [WAN], the nation's first African-American owned Internet news service where he directed a 12-member news team until 1998.

**404-254-8322(cell) 404-522-1420x165(office) email: [eaton.maynard@gmail.com](mailto:eaton.maynard@gmail.com)**

Eaton has garnered numerous awards and accolades during his illustrious career. Most recently, he was named 2008 Journalist of the Year by the Rainbow/PUSH civil rights group. From 1978 to 1986, Eaton was a multi-award winning political reporter for WXIA-TV in Atlanta. He won eight EMMY Awards for television news reporting/writing, while at WXIA, WPLG-TV in Miami and WVEC-TV in Norfolk. He has also been honored for his work as a political commentator for WTLK-TV and WATL-TV in Atlanta; a producer/reporter for World News Monitor; southeast field producer for USA Today television; and writer/talent for Ebony Journal and Prime Time, two highly regarded and locally produced television magazine shows.

In addition to honors in broadcasting, Eaton won two Atlanta Association of Black Journalist awards for his excellence in writing and reporting, including the Journalist of the Year award in 1985 from the Atlanta Association of Black Journalists [AABJ] and several significant honors from the National Association of Black Journalists [NAABJ]. He has received honors from Communication Excellence to Black Audiences [CEBA], and three writing awards from the Associated Press. He landed a 2nd place honor with the National Newspaper Publishers Award (NNPA) in 2007; a coveted Gannett News Service reporting award and, for ten consecutive years, has been named on the list of prestigious individuals with Who's Who in Black Atlanta. Eaton has also written cover stories for that prestigious publication on Ambassador Andrew Young, civil rights icon Rev. Joseph Lowery and Atlanta Mayor Shirley Franklin.

Eaton received his Master of Arts degree from Columbia University's Graduate School of Journalism, where he was mentored by the late Fred Friendly (former president of CBS News), and holds a BA degree in Mass Media Arts from Hampton University.

Jo Hs 2/3/12



# People TV Board of Directors

**AUTHORITY:**

The Territory of People TV, Inc.

**PURPOSE:**

This is a non-profit corporation responsible for the day-to-day operation of public access in Atlanta. Under a contract with the City of Atlanta, the Board makes TV equipment, facilities, and cablecasting time available to residents of the City at no cost on a non-discriminatory, first-come, first served basis. They also offer low-cost video training at their studios on Fourteenth Street. The Board is funded primarily by the City's cable television franchise and fund raising.

**COMPOSITION & QUALIFICATIONS:**

The Board shall consist of **four (4) directors** who shall be **appointed by the Mayor**, three (3) appointed by City Council, one (1) ex-officio appointed by the cable franchisee, and up to four (4) elected by the Board. At **NO** time shall the Board consist of fewer than seven (7) members.

- **Mayor and City Council appointments must remain resident of the City of Atlanta.**
- Board-elected and cable franchisee members may be non-residents of the City of Atlanta if they are executives of organizations or corporations domiciled within the City of Atlanta.
- The Board shall develop its own rules and procedures for performing its duties and functions and shall develop and maintain qualifications for selection as a member of the Board of Directors.
- Each member of the Board of Directors shall be responsible for an annual contribution, shall attend functions, and shall attend and represent the Corporations at selected events, meetings and gatherings.

**TERM:**

The initial term of office of a Member of the Board of Directors shall be two (2) years. Upon completion of an initial term of office, a Board Member may be elected or appointed for an additional two (2) year term of office.

**COMPENSATION:**

Directors shall not receive any stated salaries for their services, no compensations for any governing and/or advisory services rendered to the Corporation in their role as a Board Member. Compensation to a Board Member for services or pursuant to contract shall be subject to Board approval.

**CONTACT:**

CHARLOTTE ENGLE, CEO AND GENERAL MANAGER, 404-873-6712 x 201

RCS# 2216  
8/20/12  
4:01 PM

Atlanta City Council

MULTIPLE

12-C-0973/0974/0975/0976/0978/0979/0981  
12-C-0982, 12-C-0982 AND 12-C-1000  
CONFIRM

YEAS: 11  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 3  
EXCUSED: 1  
ABSENT 1

Y Smith	B Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	Y Watson
NV Young	Y Shook	NV Bottoms	Y Willis
Y Winslow	E Adrean	Y Sheperd	NV Mitchell

MULTIPLE