

Missoula Civic Television Advisory Commission

Applicant Package - Regular Member

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Term:01 Apr 2022 - 31 Mar 2025

Positions Available: 1

Number of applicants in this package: 1

- Nielsen, Jennipha-Lauren Jenny

Name: Nielsen, Jennipha-Lauren Jenny

Mailing Address: PO BOX 7494, Missoula, 59807

Email Address: jn@jennipha.com

Board Name: Missoula Civic Television Advisory Commission

Daytime Phone:: 40885-4593

Alternate Contact Phone:: 8188086852

Street address (if different than mailing address): 1221 Arthur Ave., Missoula MT

Street address zip Code: 59801

How long have you been a city resident?: 2 years

In which ward do you reside?: Ward 3

Are you registered to vote?: Yes

Current Occupation: Semi Retired

Current Employer: Retired

Briefly describe your educational background: I have attended college and grad school as well as extensive professional training.

List of community service experience: Here are are few of the organization's covid. National Day Labor Organizing Network, Women's March Los Angeles, Science March, EFF, UNA-USA, Sierra Club, MoveOn, POP, LWV, ASI. National Women's Political Caucus, Light Brighter Project, and Doo Dah.

What is your interest in serving on this board, commission or committee?: My interest in serving on the Missoula Civic Television Advisory Commission comes from a history and passion for tools that positively impact a community's ability to encourage dialogue and learning within a city, which builds its members' resilience, sustainability, and interconnectedness.

What special knowledge, interest, or experience do you possess that would qualify you for a position on this board commission, or committee?: I have served in a public office and have done production work related to TV and video.

Reference 1 Name: Mary Steiner President UNA-SF

Reference 1 Phone: [REDACTED]

Reference 2 Name: Honorary Consul General of Senegal Mam Toucouleur Mbaye

Reference 2 Phone: [REDACTED]

Attachments:

- J Nielsen MSO.pdf

Letter of Interest: Missoula Civic Television Advisory Commission

My interest in serving on the Missoula Civic Television Advisory Commission comes from a history and passion for tools that positively impact a community's ability to encourage dialogue and learning within a city, which builds its members' resilience, sustainability, and interconnectedness.

My work is limited now; I am semi-retired and work with a UN production team out of San Francisco. We produce and direct online and in-person educational content and materials for the public. Programming covers the devastation of WWII, which led the world to focus on peace and current events, like the work of UNHCR in Poland receiving Ukrainian Refugees. In addition, I work with the Los Angeles Consul Corps and occasionally take assignments abroad. The assignments are short, and I can maintain attendance requirements.

Communication is vital in all areas of the world when we work with the public, whether in rural Africa or rural America. Unfortunately, public access to broadcast communication is rare. Helping people who might not otherwise have their voice heard is priceless in the world of modern consumer media.

Montana holds a special and hard-fought place in my heart; I acknowledge how rare it is to afford to "come home." Yet, the stories about its people really "make Montana" for me and sustain me. My family's roots stretch back to Terry, Montana, where after retiring from Scotland Yard, my great-great-grandfather with his daughter ran a hotel. My grandmother distinctly remembered the cowboys from "Lonesome Dove" passing through. Back in Missoula, my niece marks three generations of us attending Hellgate High School (which no one outside of Montana believes is real). Our family grew up right along with the city; some changes have been big, others small, from running the local Missoula Dairy Fresh Creamery to working as a nurse at St. Pat's, where my mother would be born. There is something unique here, and I value all the aspects of what makes our "not so little anymore" town special.

My Montana skills and experiences equipped me for the world. From camping in the Bob on horseback to working with Bwindi villagers in Uganda, a "can do" attitude and a Montana Spirit can take you almost anywhere.

I chose to attend college in Los Angeles. In grad school, I was elected University Student Body President for a campus of 26,000 full-time students during the global economic crash of 08'. The campus struggled to "keep the lights" on, and professors received I.O.U.s instead of paychecks. But, we got through it because.... we mobilized and communicated!

As a result, I was selected for the Leon Panetta Institute for Public Policy. Panetta's dedication to providing future leaders the tools for tackling future challenges is remarkable, and Monterey Bay is a beautiful place to study.

While in college, my interest in cognitive science led to research in Lexical Memory, Testing Usage, and Confusability in Recall (PI Dr. Theodore Bell). I would continue my work presenting

at the Association for Psychological Science. I often picked fun topics to research. My favorite one presented at APS was "Communication Tactics of Cult Leaders." - What can I say... it was college, and the research was interesting.

My work led to being selected as a representative for the organization. APS highlights aspects of computer science and physiological science in the study of human psychology; many of us work in A.I. At this point, I was recruited by Microsoft to continued with them for five years. This brought many of my computer science and psychology skills into the development field... we work to "harness the power of digital communications with intention."

I began doing design and field implementation work in countries the United Nations designated as "least developed." My work led me to be recognized in Microsoft's CEO Steve Balmer's "Future of Tech" Keynote address at PDC, the Professional Developer Conference.

Soon after, I would have to make the most significant decision of my life, continue doing UN development-focused work or join Microsoft full-time.

I decided to jump ship, literally. Life-changing moments lead to life-changing decisions. A few weeks after the conference, while decision deadlines were due, my translator and I were caught in a monsoon coming back from Elephanta Island into Mumbai on a little ferry boat. It was going to capsize. The Captain told anyone who could swim to jump off and swim far from the boat so we wouldn't be sucked under. All the summers floating the Clark Fork and swimming, the currents returned to me. I jumped in, deciding to live a life filled with adventure, and left big tech.

Assignments overseas came, working in India, Uganda, and Senegal. As a program designer, we develop tools for communities to create quantitative improvements in areas found within the United Nations Sustainable Development Goals (SDGs).

Previously, I served as a Commissioner for the City of Pasadena, serving two terms, and concluded my service as the Disability and Accessibility Commission Chair.

It would be an honor to serve with you. Thank you for taking the time to review my letter of interest.

J. Nielsen