



MCA-I formerly ITVA

Mission

MCA-I is an organization of media communications professionals that provides opportunities for networking, forums for education and resources for information.

Vision

MCA-I will become the community of professional media communications experts recognized as the definitive source of current comprehensive information, skills and connections needed to succeed in a highly competitive environment.

Building the Future for Media Communications Professionals

Someone, some time ago applied a biological experiment to management and marketing principles. It goes like this: place a frog in a pan of warm water over the stove; unaware of its surroundings, or environment, the frog will expire before the water boils. Much like the frog, contentment and unawareness of change have led to the demise of many organizations.

MCA-I will not be a victim of change, but proactive in building the industry and helping members leap beyond the pace of change.

The MCA-I Board of Directors, in November 2002, convened an intense strategic planning conference to shape the association's growth. They focused on building a financially viable organization to better serve the professionalism of its members.

The Board initiated a new mission, vision and three key objectives:

1. Establish the association as the voice for the industry - creating a forum for discussion of issues and networking of members as industry leaders.
2. Develop an MCA-I University, ensuring member access to professional development.
3. Build partnerships and affiliations with other organizations, foundations and companies to better serve the membership and industry.

Before launching into these initiatives, a background is in order on the industry, environment and how changes have impacted the profession and industry.

The Industry

Television first was introduced more than three-quarters of a century ago. By the 1950s, it had become a staple in the American home.

Within the next 20 years, television had become an important part of virtually every industry as an educational and informational tool. By the early 1970s, the term "private television" was coined to illustrate the growing use of television by industry, government, non-profits and educational institutions. In 1968, the predecessor organization to the Media Communications Association-International was formed to address the networking, educational and informational needs of professionals in the "private television" industry.

The "private television" industry has evolved dramatically. Once confined to closed-circuit television broadcast, the industry has become "multimedia." Video, CD-ROM, DVD, Web-based training, Web-based conferencing, streaming video and audio now describe the vehicles used by media communications professionals.

Voice for the Industry

The dynamics within the industry have identified a need for communications among and on behalf of media communications professionals. MCA-I has long been a source of networking. Chapter involvement and meetings, conferences, industry awards and recognition and Web-based activities play major roles in helping media communications professionals complete their mission. MCA-I is committed to build on these venues and expand relationships within and outside the industry. The Association recognizes an ongoing need to develop the presence and achievements of media communications professionals. As part of this, current efforts will be expanded to build relations with the media and other forces to heighten the message.

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MCA-I University

Changes and advancements in technology demand that professionals expand their knowledge base to realize continued excellence and achievement. To assist with these efforts, MCA-I will work with its own resources and collaborate with partners to build a core learning center, or university, for media communications professionals. MCA-I University, still in its conceptual stages, will develop modules, course materials and seminars pertinent to the ongoing needs of members. The MCA-I has committed as its vision the further development of media communications to be recognized as a profession of skilled, talented and dedicated individuals.

Partnerships

Anyone monitoring the market realizes that no one organization can be everything to all customers or members. Many organizations have complementary missions and visions. And, as poet John Donne noted "No Man Is an Island." Realizing this, the MCA-I is addressing initiatives to work with industry associations, foundations, companies, media and other interested parties in furthering the media communications profession. This endeavor relates to enhancing communications, education and the flow of information. The ultimate objective benefits the industry and builds the prestige of the varied media communications professionals.

MCA-I invites service and product suppliers to the media communications industry to join its endeavor to build the profession. The association represents more than 3,000 corporate and independent multimedia producers as well as professional talent. We are the only broad-based media communications, nonprofit organization with the mission and vision to develop professionalism within the industry. Through our Commercial Membership program, suppliers and service providers may join in this venture. Commercial members are provided a return on investment as well with regular contact and access to media communications professionals.

MCA-I offers four levels of Membership

Platinum - Recognized for your Platinum support in the MCA-I quarterly newsletter and at association and industry events. Listing as a Platinum member in the annual directory reaching more than 3,000 potential customers, plus a listing and 20% discount on advertising in the regularly used Green Pages resource section; 10 memberships and unlimited access to member lists for mailings. Platinum members realize a multitude of additional benefits including use of the Platinum membership logo, Platinum membership cards and the Platinum membership certificate. Platinum members are heavily promoted for their support. Annual Dues \$6,500.

Gold - Recognized for your Gold support in the MCA-I quarterly newsletter and at association events. Listing as a Gold member in the MCA-I annual directory, plus a listing and 15% discount on advertising in the regularly used Green Pages resource section; 7 individual members; access to membership lists for four mailings. Gold membership cards and certificate. Annual Dues \$4,750.

Silver - Recognized for your Silver support in the MCA-I quarterly newsletter and at association events. Listing as a Silver member in the MCA-I annual directory, plus a listing and 10% discount on advertising in the regularly used Green Pages resource section; 3 regular memberships and two mailings to MCA-I members. Silver membership cards and certificate. Annual Dues \$1,900.

Bronze - Recognized for your Bronze support in the MCA-I quarterly newsletter, plus a listing and 5% discount on advertising in the regularly used Green Pages resource section; one regular membership and access to membership list for one mailing. Bronze membership cards and certificate. Annual Dues \$950.

For membership, complete the accompanying membership application or contact:
Ernie Stewart at MCA-I, 1000 Executive Pkwy. #220,
St. Louis, MO; 314-514-9995; stewart@mca-i.org.

Gold
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Platinum