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## Summary

• **Skilled, experienced manager** with a particular strength and track record creating or helping outside-the-box organizations:

I was the Executive Director of Mendocino County Public Broadcasting and General Manager of KZYX-FM, listener-supported public radio in Mendocino County from 2008-2015. It serves a geographic area that is larger than Delaware. It is a membership-based 501c3 nonprofit organization that receives grants, large gifts, membership donations, underwriting and event income. When I arrived the station was mired in a \$200K debt with its infrastructure in disarray. I reduced that debt by 93%. MCPB was profitable 3 of the past 5 years. My tenure was a period of unprecedented stability for this 25 year-old organization.

I was co-founder and General Manager of SF Gate (sfgate.com) from January 1995 through January 2001. Owned by the San Francisco Chronicle, it was the first big city news website in the world. In 1995 it started with just me, and when I left the staff numbered 65. In 1997 we combined forces with KRON TV and created one of the first news-TV-web convergences, including the first live webcast of a professional sports event with the Oakland A's in 1997. Over the years, my crew and I pioneered a number of innovations, many of which are now standard features at most news web sites.

As Marketing Director and Conferencing Manager of the WELL in its earliest years (1986-1991), I was instrumental in creating the online community that Wired Magazine called, "the world's most influential." In this role I was the first ever "online community manager," a profession large enough that it now has its own conventions all over the globe. In 2013 I went to London and Sydney as the keynote speaker at such conventions. I developed marketing plans and materials, grew the membership, worked with volunteers, hosted dozens of member gatherings.

• **Strong collaborator:** KZYX It is a membership-owned organization with an all-volunteer Board of Directors. It employs a fulltime and, works with more than 60 local volunteer programmers. I worked constructively with all of them in various capacities such as fundraising, budgeting, strategy, planning, policy and technology.

SF Gate required the buy-in and support of two newspapers and a TV station in order to function. I successfully negotiated all of those relationships, in the boardroom, executive offices, newsroom, sales and marketing.

The WELL is generally considered the first online social network. It relied on a large number of volunteers as well as paid customers. At the core of my daily duties was getting all these people to work together so the group would gel to the point that it self-identified as a community.

In 2004-5 I was part of an international game company where I worked with affiliates in a dozen countries facilitating an online environment for thousands of teenagers. I interacted with hundreds of teens every day for two years, teaching them about how to function well in a digital environment.

• **Good team leader**, who develops stable, committed co-workers.  
The core of my crew at KZYX remained at their jobs for more than seven years.  
By 2015, 25% of the SF Gate staff I hired in the 1990s was still there.  
The WELL hosts and members continue to recognize my seminal work there.  
I build relationships that thrive and last.

- **Dynamic presenter and speaker:** I speak at social media gatherings and conferences, and have presented at newspaper, online community and social media events since the mid-1980s.
- **Experienced fundraiser:** As the head of KZYX, I manage all fundraising, which comes from membership, large individual gifts, public events, and federal and local foundation grants.

From 2002-2003 I was the chief fundraiser for the Electronic Frontier Foundation (eff.org). I cultivated and received numerous large gifts ranging from five to fifty thousand dollars.

## **Experience**

### **Executive Director, Mendocino County Public Broadcasting, and General Manager of KZYX-FM and KZYZ-FM, Philo, CA**

*August 2008 – July 2015 (6 years 11 months) Mendocino County, CA*

KZYX is a listener-supported public radio station owned by its parent NPO, Mendocino County Public Broadcasting. I am the head of the nonprofit organization and I manage the radio station. KZYX has three transmitters and three studios.

### **Director, Techsoup.org, San Francisco, CA**

*2006 – 2007 (1 year)*

I managed the editorial operation and led the effort to upgrade the website as well as all online community interactions.

### **Community Operations Manager, Sulake Inc Santa Monica, CA**

*2004 – 2006 (2 years)*

I helped set up the US HQ, for Sulake, Inc (based in Helsinki Finland) and launched the US "Habbo Hotel," a popular social game site for teens. I managed the in-game operation, then became North American Community Director, overseeing the US and Canadian community operations.

### **Development Director, Electronic Frontier Foundation, San Francisco, CA.**

*August 2002 – September 2003 (1 year 2 months)*

I was the chief fundraiser at the EFF, focusing on individual donor gifts.

### **General Manager, SF Gate, San Francisco, CA**

*January 1995 – February 2001 (6 years 2 months)*

I was the founder and General Manager of sfgate.com. When I left in 2001, it had a staff of 65. It is still among the top five news sites and is one of the 400 most visited websites in any category.

### **Webmaster – Virtual Places Inc., San Francisco, CA**

*July 2004 – December 2004*

I was the American spokesman for this early social media product. My presentation at the rollout resulted in a major New York Times story that led to the company being acquired by AOL.

### **Content Director, San Francisco Newspaper Agency, Electronic Information Services, San Francisco, CA.**

*January 1994 - June 1994*

I developed the initial model for the SF Gate project. I contributed most of the intellectual capital. I wrote its first web pages. Sfgate.com went live in March 1994 – the first major market news site on the web.

### **Senior Associate, CompuMentor, San Francisco, CA**

*February 1993 - December 1993*

I consulted with schools and social service agencies helping them build online services for their constituents.

**Community Manager, 101 Online**, San Francisco, CA

*December 1991 - October 1992*

I managed one of the earliest online chat services. 101 Online was a French-owned consortium. It had a diverse constituency in age, lifestyle, language and nationality.

**Marketing Director and Conference Manager, the WELL**, Sausalito, CA

*January 1986 - December 1991 (6 years)*

I was employee #2 at the WELL and was at the center of its development.

I have been featured in numerous books, magazine and newspaper articles for my work there. I wrote an influential essay and coined the phrase "building online community."

### Quotes:

*"John is the guy who made the WELL into a community"*

- **Howard Rheingold**, author of Smart Mobs, The Virtual Community, Tools for Thought and other books.

*"John Coate knows how to do community. There is no more essential skill to making a teleconference system work, as his pervasive contribution to the making of the WELL shows."*

- **Stewart Brand**, author, thinker, co-founder of the WELL, creator of the Whole Earth Catalog.

*"Tex is just an extremely effective manager, one of the best managers I've run into. I've run magazines, I know a little bit about managing publications and he's just great."*

- **Jon Carroll**, San Francisco Chronicle columnist, from a profile about me in Editor and Publisher magazine.

*"He's very thoughtful, experienced, doesn't go off on wild tangents."*

- **John B. Sias**, former President and Chairman, Chronicle Publishing Company.

*"In the late 1980s Coate brought his commune-born faith in technology and cooperative living to the online world. As the manager of an early and important computer network, the WELL, he helped transform countercultural dreams of communal intimacy into one of the key technosocial visions of the Internet era, virtual community."*

- **Fred Turner**, Stanford professor, in an article in Technology and Culture titled "The WELL and the Origins of Virtual Community"

*"His...style and his anecdotes from twelve years of trying to make intentional community work represented a core value of the WELL that has survived...a commitment to using the medium to make real human connections and more - to try to find better and better ways to live with each other in cyberspace."*

- **Howard Rheingold** from The Virtual Community.