

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Confirm Appointment of Community Information Director

DEPARTMENT: County Manager **DIVISION:** _____

AUTHORIZED BY: J. Kevin Grace **CONTACT:** J. Kevin Grace **EXT.** 7211

Agenda Date 02/10/04 **Regular** **Consent** **Work Session** **Briefing**
Public Hearing – 1:30 **Public Hearing – 7:00**

MOTION/RECOMMENDATION:

Confirm appointment of Patti L. Michel, as Community Information Director.

BACKGROUND:

In accordance with Section 2.3(b)(1) of the Seminole County Charter, I am requesting Board of County Commissioners' confirmation of the appointment of Patti L. Michel as Community Information Director at a salary of \$72,000.00. The effective date of employment will be March 22, 2004.

Ms. Michel's resume is attached for your review.

Reviewed by:
Co Atty: _____
DFS: _____
Other: _____
DCM: _____
CM: JKG
File No. CCM01

PATTI L. MICHEL
528 W. HARVARD ST.
ORLANDO, FL 32804
(407) 648-2437 Home (352) 223-0566 Cellular
plmichel623@aol.com

OBJECTIVE

To obtain a lead communications position in the public sector that provides an opportunity to focus my extensive communications skills and management abilities for organizational success and personal growth.

CAREER EXPERIENCE

**ST. JOHNS RIVER WATER
MANAGEMENT DISTRICT**
Palatka, Florida
March 2003 – Present

REGIONAL COMMUNICATIONS COORDINATOR
Manage public/media relations functions for the Central Florida area the State Water Management Districts. Conduct interviews with media on behalf of Governing Board, Executive Director, and staff. Develop communications strategies and partnerships. Execute news releases, newsletter articles, fact sheets/ pamphlets and video media. Coordinate participation in regional events, speaking engagements. Identify proactive media opportunities.

LAKE COUNTY GOVERNMENT
Tavares, Florida
April 1999 – February 2003

PUBLIC INFORMATION OFFICER
Managed public information efforts for the County. Provided administrative leadership for department budget. Counseled County Manager and staff on strategic communications. Directed and edited County web-sites content and designs. Assembled/created the State of the County annual report, composed press releases/pamphlets. Conducted media interviews on behalf of County Manager and Commissioners. Supervised administrative staff. Developed and managed events, graphic displays. Served as leader for various team objectives. Administered State grants.

PIO, PUBLIC SAFETY (AUGUST 2001 – FEBRUARY 2003)
Promoted to take on additional duties for Lake County Emergency Services. Responded to media inquiries for Lake County Fire Rescue, Lake County Emergency Management, Animal Control and Communications Systems. Reviewed purchases of TV/video equipment. Coordinated public education efforts, created and distributed brochures. Promoted and organized events. Served as ESF-14 during EOC activation (hurricanes).

CABLE FRANCHISE AUTHORITY (October 2000 – August 2001)
Monitor cable-related services for compliance with state and federal laws as well as local ordinances. Reviewed/processed cable franchise applications and resolve residents concerns regarding cable service.

CENTRAL FLORIDA NEWS 13 (TWC)
Orlando, Florida
July 1997 – January 1999

PLANNING/ASSIGNMENT EDITOR
Start-up joint venture between Tribune (Orlando Sentinel Newspaper) and Time Warner. Supervised video-journalists, editing and developed story ideas. Established contact with PR agencies, and government leaders/groups. Composed CFN 13 teases daily for publication in Orlando Sentinel.

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PATTI L. MICHEL

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CAREER EXPERIENCE (con't)

WALT DISNEY FEATURE ANIMATION
Burbank, California
May 1995 – January 1997

PRODUCTION MANAGER ASSISTANT

Coordinated Feature Animation screening of film. Generated recording contracts, production reports and diary. Scheduled bi-coastal videoconference meetings. Executed crew/executive worldwide travel, expense reports.

WJW TV 8 (CBS/FOX)
Cleveland, Ohio
January 1988 – April 1995

ASSIGNMENT EDITOR/ASSOCIATE PRODUCER

Organized newsgathering efforts: Managed videographers/reporters, arranged satellite feeds/live shots. Served as field producer, writer and researcher for daily news broadcasts.

FIELD PRODUCER

News/entertainment producer for local programs: "Newscenter 8", "Cleveland Tonight", "PM Magazine" and "Neighborhood". Among notable interviews: Bruce Springsteen, Sinbad and Yanni. Coordinated "One Tank Trip" weekly travel series. Started as intern.

SCENE MAGAZINE
Cleveland, Ohio
November 1990 – May 1993

REPORTER/REVIEWER

Free-lance reporter for entertainment news weekly. In-depth concert reviews, feature stories.

CENTERSTAGE ENTERTAINMENT
Cleveland, Ohio
1987

BOOKING AGENT

Marketed and booked musical and comedy acts into clubs, high schools and colleges. Created promotional press packages.

EDUCATION

Bachelor of Arts: Radio-TV, Kent State University, Kent, OH

Associate of Arts: Cuyahoga Community College, Cleveland, OH

COMPUTER/TECHNICAL SKILLS

Proficient at Excel, Word, Outlook. Skilled in Adobe PageMaker, PhotoShop, Illustrator, Outlook, Power Point. Experience with Adobe Premiere, CLI, DVC Pro, Mini DV, Beta and ¾" editing facilities, BASYS, and Infinit graphics systems.

HONORS/MEMBERSHIPS

Member FGCA (Florida Government Communicators Association)

Received NACIO Award for Annual Report, 2003

Received FGCA Award for www.lakegovernment.com, 2001; 2000

Received NACIO Award for www.lakegovernment.com, 2000

Received NACIO Award for Y2K Community Conversation, 2000

Received Emmy nomination, 1994

REFERENCES

Bob McKee

Lake County Tax Collector

(352) 343-9740

Kelly LaFollette

Webmaster

Lake County Board of County Commissioners

(352) 343-9633

Carl Hendrick

Program Development Specialist

Northeast Florida Education Consortium

(386) 329-3800