

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Confirm Appointment of Community Information Director

**DEPARTMENT:** County Manager      **DIVISION:** \_\_\_\_\_

**AUTHORIZED BY:** Donald S. Fisher      **CONTACT:** Donald S. Fisher      **EXT.** 7212

<b>Agenda Date</b> 02/28/06 <b>Regular</b> <input type="checkbox"/> <b>Consent X</b> <b>Work Session</b> <input type="checkbox"/> <b>Briefing</b> <input type="checkbox"/> <b>Public Hearing – 1:30</b> <input type="checkbox"/> <b>Public Hearing – 7:00</b> <input type="checkbox"/>
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**MOTION/RECOMMENDATION:**

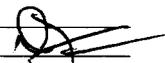
Confirm appointment of Steve Olson as Community Information Director.

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**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 Steve Olson as Community Information Director at a salary of \$75,500.00. The effective date of employment will be March 20, 2006.

Mr. Olson's resume is attached for your review.

<b>Reviewed by:</b>
<b>Co Atty:</b> _____
<b>DFS:</b> _____
<b>Other:</b> _____
<b>DCM:</b> _____
<b>CM:</b> 
<b>File No.</b> _____

**Steve Olson**

241 Twelve League Circle  
Casselberry, Florida 32707

Telephone: 407-699-2402  
E-mail: departir@aol.com

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**Media Relations-Television and Radio-Public Information**

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Highly qualified Public Information Officer with more than 20 years experience in commercial television and radio. Knows local media personalities, their needs and deadlines. Highly regarded by governmental public relations peers. Trusted by local governmental leaders and fellow colleagues. Proven record with Seminole County Sheriff's Office. Skills include:

- Television, radio and photography skills, including anchoring experience.
  - Articles and photographs published in law enforcement trade journals.
  - Creating daily information report for local media.
  - Creating video news releases to assure quality control of message.
  - Co-creator of media web site that allows media easy access to video and Seminole County Sheriff information.
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**Professional Experience**

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**Public Information Officer**  
**Seminole County Sheriff's Office**  
Sanford, Florida

August 1999-to-present

Played vital role in agency image building. Media now regards the Seminole County Sheriff's Office as an important resource in its daily news gathering efforts. Work with print, radio and television media on a daily basis. On call after hours to assist in news emergencies. Familiar with Florida Law regarding Public Records (Chapter 119). Duties include:

- Coordinating the release of information to media.
- Assisting the Seminole County Sheriff's Office in community outreach.
- Guest speaker at Community Law Enforcement Academy.
- Co-producer of the Seminole County Sheriff's Office Annual Report.
- Producer of videos that air on Seminole Government Television.
- Video and photography of Seminole County Sheriff's events.
- Editorial staff member of employee quarterly newsletter .
- Tracking and archiving media coverage of Sheriff's Office news events.

Steve Olson

## **Steve Olson**

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### **Assignment Editor WESH-NBC TV**

Orlando, Florida

July 1999-to-August 1999

Coordinated weekend news coverage of events for noon and 6 pm shows. During brief stay at WESH, our team consistently beat the other stations on stories that aired during the noon and 6 pm reports.

### **Reporter WFTV-ABC TV**

Orlando, Florida

July 1987-to-May 1999

Played vital part in making WFTV the news powerhouse it was in the late 1980's through the late 1990's. Covered events in Central Florida as well as national and international events. Traveled to Panama to report on the recovery efforts after the war. Traveled to Guantanamo Bay, Cuba to report on the Cuban and Haitian refugees. Fill-in anchor duties for the weekend news, as well as 10 pm anchoring duties on UPN 65. Covered news in Seminole County for nearly 10 years. Other items of note:

- Started the Lake County Regional Bureau (Lake, Sumter and Marion Counties) in 1988.
- Started the Seminole County Bureau in 1989.
- Seminole County Public School Community Partnership Award, 1998.
- Central Florida Press Club Award for Spot News, 1991.

### **Reporter WQAD-ABC TV**

Moline, Illinois

November 1984-to-June 1987

Was part of a motivated team that boosted this station from number three, to making a run at number one in the market. Covered the news of the day in this Iowa-Illinois region. Was most frequently selected to cover major stories of national and international note. Filled in extensively as anchor for the 6 pm and 10 pm newscasts, Monday-through-Friday. Filled in as anchor for the weekend and early morning newscasts. Most noteworthy television career moment:

- Selected as Best Reporter /General Assignment Reporting in the State of Iowa in 1986.

**Steve Olson**

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**Reporter**  
**WHBF-CBS TV**  
**WHBF-Radio**  
Rock Island, Illinois

December 1980-to-Nov. 1984

Was part of a radio and television news reporting team that consistently won Best News Reporting awards for Illinois markets outside of the Chicago area (Best Down-State Illinois News). Worked as a radio news anchor and reporter, television reporter, fill-in TV anchor and videographer.

**Reporter**  
**WXOW-ABC TV**  
LaCrosse, Wisconsin

July 1980-to-November 1980

General assignment reporter, morning news anchor and videographer. Covered local news, as well as national and international news, such as the detention in Wisconsin of Cuban refugees in 1980. Also shot and edited 16 mm motion picture film.

**Reporter**  
**WEAU-NBC TV**  
**WEAU-Radio**  
Eau Claire, Wisconsin

January 1979-to-July 1980

Radio news reporter, radio news anchor, television news reporting experience. Was part of a team that consistently won Associated Press news reporting awards in the State of Wisconsin.

**Reporter-Intern**  
**WEAQ-Radio**  
Eau Claire, Wisconsin

August 1978-to-January 1979

Paid radio news internship with radio news reporting, radio anchoring experience. This paid internship was awarded to only one journalism student per semester. The student was selected by the Broadcast Journalism Department at the University of Wisconsin-Eau Claire, and by the News Director of WEAQ.

**Steve Olson**

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## **Community Involvement**

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- Orlando Regional Chamber of Commerce member 2001.
  - Sterling Park IV Homeowners' Association President, Deer Run.
  - Sterling Park IV Homeowners' Association Vice President, Deer Run.
  - South Seminole Middle School SAC, 2001-2002 school year.
  - PTA member Lake Howell High School and South Seminole Middle School.
  - Eugene Gregory Law Enforcement Memorial Park Committee Member.
  - Assistant Coach, Casselberry Parks and Recreation Football, summer 2003.
  - Assistant Coach, Casselberry Parks and Recreation Basketball, spring 2005.
  - Announcer, Lake Howell Pop Warner Football, 2004 and 2005 seasons.
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## **Education**

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**University of Wisconsin  
at Eau Claire**

December 1979 graduate

- Degree: Bachelor of Arts
- Major: Journalism
- Minor: Radio and Television Speech

## **Continuing Education**

- Ongoing training offered by Sheriff's Office.
  - Two day seminar, media relations, Tampa, Florida, 2001.
  - Ethics course, Seminole County Sheriff's Office, 2000.
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## **Family Information**

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- Seminole County resident since June 1988.
- Wife, Linda, is a public school teacher.
- Two children, Kirsten and Erik, attend Seminole County Public Schools.