

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Confirm Appointment of Community Information Director

DEPARTMENT: County Manager Office

DIVISION:

AUTHORIZED BY:

CONTACT: Sharon Peters

EXT: 7211

MOTION/RECOMMENDATION:

Confirm appointment of Susan B. Vernon-Devlin, as Community Information Director.

County-wide

Cynthia A. Coto

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 Susan B. Vernon-Devlin as Community Information Director at a salary of \$90,000. The effective date of employment will be December 10, 2007.

Ms. Vernon-Devlin's resume is attached for your review

STAFF RECOMMENDATION:

Confirmation of the appointment of Susan B. Vernon-Devlin as Community Information Director.

ATTACHMENTS:

1. Resume

Additionally Reviewed By: No additional reviews

Susan B. Vernon-Devlin

3821 Orange Lake Drive ♦ Orlando, Florida 32817 ♦ (407) 421-0244 ♦ svdevlin@comcast.net

Community and Government Relations

Constituent Outreach ♦ Marketing & Media Management ♦ Communications Programs

Accomplished government and private industry communications professional with 18 years experience in television production, media relations, marketing and visionary program planning for community involvement.

PROFESSIONAL EXPERIENCE

Public Information Officer, City of Oviedo, FL 4/2006 to Present

Liaison for citizen information outreach programs, coordinator of Town Hall Meetings.
Facilitator for inter-government relations related to municipal/county/state lobbying efforts.
Producer/editor of City publications and media releases.
Manages media relations and crisis communications, primary spokesperson for the City.
Contracted and redesigned City website for improved constituent relations and services.
Spearheaded a successful campaign for approval of two bond issues for the design and construction of a new fire station/administration building and a public works maintenance facility.

Community Relations Coordinator, City of Casselberry, FL 9/2003 to 4/2006

Primary spokesperson for the City managing all aspects of media relations and crisis communications.
Producer/editor of City publications, media releases and manager of web site content.
Liaison for citizen information relating to City projects, outreach programs and community events.
Designer and implementer of marketing campaigns for City services.
Research and develop varied communication programs for all City departments.
Served as co-coordinator of hurricane relief efforts during the 2004 season and for the victims of Hurricane Katrina in Biloxi, Mississippi, 2005.

Freelance Producer, based in Orlando, FL 6/2001 to 9/2003

The Travel Channel (Michael Hoff Productions, Inc., Los Angeles, CA)
Livin' Large (Heritage 215 Entertainment, LLC, Los Angeles, CA)

Producer, Banyan Productions, Philadelphia, PA/Orlando, FL 4/2000 to 6/2001

Home Matters - Discovery Channel: Field produce, script and post-produce lifestyle segments.
Birth Day - Discovery Health: Producer/Liaison for programming coordination and subject profiles for inaugural season of hospital-based ½ hour documentaries.

Freelance Writer/Reporter: Office.com, New York, NY 2/2000 to 2/2001

Producer, The Health Network – FOX Orlando, FL 10/1998 to 1/2000

The Whole Woman & A Healthy Balance
Produce, script and post magazine-style television segments & ½ hour programs.
Studio produce cut-ins, promos and live-to-tape segments.
Ask the Veterinarian
Coordinate all production of taped segments and live guests for air on live hour-long daily program.

Producer: Ivanhoe Broadcast News, Inc., Orlando, FL 10/1996 to 6/1998

Crackdown on Crime, Prescription Health & Medical Breakthroughs
Manage & produce news series airing nationwide on network affiliates.
Research, field-produce, script & supervise editing.
Write & desktop publish supplementary research material & monthly newsletter.
Develop & deliver presentations for national crime prevention conferences.

Susan B. Vernon-Devlin ♦ Page 2

Coordinating Managing Producer, GTV, Inc., Orlando, FL

2/1995 to 3/1996

Head all production for ½ hour, hour & 2-hour length programs.
Field-produce, script and design sets for programming.
Develop promotions & marketing campaigns.
Manage budgets, crew assignments, and schedules, supervise editing.

Professional Experience 1988-1995

Reporter/Producer, WDBO 580 News Radio, Orlando, FL

Freelance Writer/Producer New York 1 News, New York, NY

Freelance Writer/Producer Impulse Video, Central Islip, NY

Staff Writer/Producer News 12 Long Island, Woodbury, NY

EDUCATION

Master of Science Journalism, 1988, Columbia University, New York, NY
Recipient Frank Reynolds Fellowship, Summer 1987.

Cum Laude, Bachelor of Arts Journalism, 1986, Pace University, White Plains, NY

PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT

Florida Government Communications Associations, 2003 to Present
3CMA (City, County, Communications and Marketing Association), 2004 to Present
UCF Town and Gown Council, 2007

Making Strides Against Breast Cancer 5K Walk, Team Leader, seven years
Croom's Academy of Information Technology Business Advisory Council, 2006 to Present