



ORANGE COUNTY MAYOR

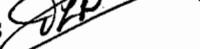
Jerry L. Demings

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December 4, 2018

To: Board of County Commissioners

From: Mayor Jerry L. Demings 

Subject: Managerial Appointment
Consent Agenda – December 4, 2018

One of the top priorities of my administration will be to establish and maintain regular, open and transparent communications with citizens, businesses, and the media. As highlighted by my transition team's report, Orange County will explore new and emerging ways to reach out to the citizens, encourage their response and tell the story of how we seek to serve the public interest. Additionally, stronger communication strategies will provide the inspiration and clarity employees need to be successful.

To take our communications strategies to the next level, it is my pleasure to appoint Jeff Williamson as Orange County's Communications Manager. Mr. Williamson has over 22 years of professional experience in communications, and public and media relations. Since 2010, he has been serving as the public information officer/manager for the Orange County Sheriff's Office. His previous experience includes serving as a media specialist, a reporter and a television news anchor. Mr. Williamson brings unique skills and experience in cultivating positive relationships with the community through various communication tools.

Mr. Williamson holds a Ph.D. in Sociology from the University of Central Florida; a Master of Science degree in Speech and Interpersonal Communications from New York University, and a Bachelor of Science degree in Business Administration from Oakwood College. Mr. Williamson will begin his new role immediately upon Board confirmation at an annual starting salary of \$105,000. His resume is attached for your review.

In addition, in order to enhance the county's social media and web communications, I am restructuring the Communications Division and reclassifying the Chief Strategy/Public Policy position to a Communications Section Manager. This position will report to Mr. Williamson and will be filled in the coming weeks. Also, Kelly Finkelstein, who served previously as the communications manager and other roles in the county, will serve as a Public Information Officer.

With the appointment of Mr. Williamson and these changes, the county will be able to accomplish the ambitious goals for this important division. Attached you will find an updated communications organizational chart for reference.

If you have any questions, please contact Ajit Lalchandani, County Administrator.

ACTION REQUESTED: **Confirmation of the appointment of Jeff Williamson as Manager, Communications Division, effective December 4, 2018.**

C: Ajit Lalchandani, County Administrator
 Eric Gassman, Deputy County Administrator
 J. Ricardo Daye, Human Resources Director

Jeff Williamson

2457 Willow Springs Court, Apopka FL 32712
Home: 407 880-0445 - Cell: 407 733-8246 - jeffwilliamson85@gmail.com

Summary

Seasoned Public Information Officer, Public Relations Executive, Spokesman, Team Leader and Crisis Manager bringing extensive knowledge of media production, messaging, communications, communication leadership and dissemination techniques and methods.

Highlights

- | | |
|--------------------------------|---------------------------|
| • Communications Expert | • Presenter |
| • Relationship building Expert | • Decisive problem solver |
| • Crisis Manager | • Motivated team leader |
| • Deadline-driven | • Promotional campaigns |

Experience

Public Information Officer/Spokesman

October 2006 to September 2015

Orange County Sheriff's Office - Orlando, FL

- Team leader for unit responsible for sharing information with local media outlets.
- Responsible for planning and organizing corporate media events.
- Work with executive agency leadership to identify trends and developments that might influence PR decisions and strategies.
- Host/Writer/Producer of television show "To Serve and Protect."
- Initiated external hardware links for direct media contact between OCSO and local stations in case of natural disaster or major crisis.
- Principal liaison for OrangeTV.
- Established Social Media presence for the OCSO and tracking of Social Media Impact.
- Responsible for cultivating positive relationships with the community through public relations campaigns. Liaison with local, state, federal, and corporate partners on multiple initiatives.
- Managed multi-lingual communication to non-English speaking entities.

Reporter

January 1999 to May 2005

WVLT-TV - Knoxville, TN

- Responsible for coverage of breaking news and related stories for 5,6,and 7pm local broadcasts.
- Main assignments included coverage of city, county, and state government issues.
- Chief Consumer Reporter.

Reporter

January 1998 to January 1999

SNN New York Times - Sarasota, FL

- Responsible for breaking news coverage in Southwest Florida, Winner of Associated Press Award Best Feature Story.
- Chief Consumer Reporter.

Anchor/ Reporter

January 1996 to January 1998

WJHG-TV - Panama City Beach, FL

- Consumer reporter for Northwest Florida's News Leader.
- Nightside reporter.
- Responsible for technology and Internet reports for daily newscasts.
- Winner of Bay Medical Association Award for Excellence in medical reporting.

Education

Ph.D. : Sociology, 2015

University of Central Florida - Orlando , FL

Applied Sociology

Master of Science : Speech and Interpersonal Communications, 1996

New York University - New York, New York

Speech and Interpersonal Communications

Bachelor of Science : Business Administration, 1985

Oakwood College - Huntsville, AL

Business Administration

Skills

- Advanced skills in Crisis Management and Leadership.
- Corporate Communication Trainer and Team Leader.
- Advanced Skills in Television and Media Production.
- Award Winning On-Camera Talent.
- Expert in Interpersonal Communication and Interpersonal Communication Training.

COMMUNICATIONS ORGANIZATIONAL CHART

