



# City of Coconut Creek

## Application for Community Outreach Board

The information requested below is for consideration of appointment to the City's Community Outreach Board. Please complete and return this form to the City Clerk, **WITH a brief resume** of your education and experience by or before Monday, April 6, 2020.

**PLEASE NOTE:** Florida has a very broad public records law. Documents relating to city business are public records and are available to the public and media upon request. Your information provided within this application may therefore be subject to public disclosure. If your information meets an exemption pursuant to state statute, please advise the City Clerk.

Last Name: McCombs

Phone:

954-806-2041

First Name: Kathy

Alternate Phone:

Enter alternate phone

Home Address: 7363 NW 45<sup>th</sup> Avenue

E-mail:

kejon@bellsouth.net

The Community Outreach Board is comprised of five regular members and one alternate member who serve a one-year term. The functions of the Board include acting in an advisory capacity to the Community Relations Division in matters relating to branding, marketing, public relations, social media, video production, or website production; recommending innovative ideas for social media platforms, developing story ideas for CreekTV and CreekTALK; advising on website improvement and content enhancement; and serving as street monitors to advise on signage improvements and repair.

To the extent practicable, board appointments shall be based on the applicant's experience with representing the interests, specialties, and qualifications in the field of Branding, Marketing, Public Relations, Social Media, Video Production or Website Production.

Preference will be given to applicants who have completed Coconut Creek Citizen's Academy.

The board meets twice a year. Appointments will be made at the April 23, 2020, City Commission Meeting.

### Please mark Yes OR No for each of the following questions:

1. Are you at least 18 years of age and a resident of Coconut Creek?  Yes  No
2. Are you least 18 years of age and an owner of a business located within the City?  Yes  No
3. Do you have experience with representing the interests, specialties, and qualifications in the field of Branding, Marketing, Public Relations, Social Media, Video Production or Website Production?  Yes  No
4. Do you hold a public office?  Yes  No
5. Are you employed by the City?  Yes  No
6. Are you a member of another City Board?  Yes  No
7. Have you ever served on a City Board?  Yes  No
8. Will you be away from the City for extended periods of time?  Yes  No
9. Have you graduated from the City's Citizen Academy?  Yes  No

Signature: 

Date: April 6, 2020

**KATHY E. JONES-McCOMBS**

7363 NW 45<sup>th</sup> Avenue  
Coconut Creek, FL 33073  
(954) 806-2041

**CAREER  
SUMMARY:**

Over 25 years of demonstrated success as a Program Manager, Media Coordinator, Operations Manager and Public Affairs Director.

- \* Experienced Broadcast & Public Affairs Professional with over 20 years in Media Operations and Community Affairs.
- \* Sought after Operations Manager, consistently achieving high marks in sales/promotions, station operations, administration, compliance, and public service areas.
- \* Highly effective in producing public affairs campaigns and public service announcements on natural disasters preparedness.
- \* Expertise in marketing, advertising, public relations, and mass communications as well as sole media spokesperson.
- \* Formulated successful marketing concepts, strategies, special events, media campaigns, and web sites.

**EXPERIENCE:**

2009-present

**WIDEORBIT INC., San Francisco, CA**

**Implementation Specialist**

- Travel to customer locations to install, configure and train new users on WOTraffic.
- Conduct web based training sessions.
- Troubleshoot configuration issues and recommend action plans for resolution.
- Work with all stakeholders including customers, industry groups, development, product management, and release management.
- Identify and document software defects and requests for enhancements.
- Work with team to develop product support infrastructure.
- Assist as needed in special projects.

1997 – 2009

**FOUR POINTS MEDIA GROUP, West Palm Beach, FLA**

**Operations Manager for WTVX, WTCN, WWHB, WLWC and RTN Television Stations (2003 - 2009)**

- Responsibilities include designing/preparing daily log for stations' broadcasts, scheduling commercials according to the times that have been purchased and conferring with Sales and Promotions to fill any extra time that is available.
- Communicate any special elements that require formatting and revise daily Log with last minute commercial or program changes.
- Review traffic coordinators work and ensure compliance with traffic guidelines as well as maintaining FCC Public Files.
- Train, develop, motivate and supervise a staff of six as well as controlling over \$8 million in station revenues.

**Operations Manager for CBS Television Station affiliates WBFS and WTVX, Miami, FL**

(1997 - 2003)

- Initially hired as an Assistant Broadcast Traffic Manager and as a result of performance, rapidly advanced to Operations Manager.
- Responsible for Traffic and Sales Service functions for two stations in two distinct DMA markets from one, centralized location.

1994 – 1997

**FX CABLE/FOX LIBERTY NETWORK, Los Angeles, CA**

**Media Coordinator**

- Communicated with advertising agencies and sales executives to obtain accurate commercial copy information.
- Researched and analyzed commercials to establish compliance with broadcast standards.
- Maintained and facilitated promotion materials for the promotional department and advertising agencies.

1984 – 1994

**GOLDEN WEST BROADCASTERS (GWB), Los Angeles, CA**

**Public Affairs Director/Assistant to the Program Director**

- Represented the GWB at numerous community and station functions.
- Produced community forum shows for KMPC & K-LITE.
- Composed, edited and organized public service announcements for airing and developed and produced public affairs programming.
- Developed and implemented ascertainment issues and policy guidelines in accordance with FCC Rules and Regulations.
- Coordinated, developed and produced feature stories on the environment.
- Supervised eight board operators, six producers and six desk assistants within the News and Sports departments.
- Assisted the Program Director with day-to-day operations of the Programming Department that included scheduling and updating programs.
- Maintained and updated public inspection files.

**Programming Administrator**

- Originally hired as a Continuity Director and in 1985, was promoted to Programming Administrator.
- Produced, coordinated and faxed programming information to newspapers and sports reporters.
- Prepared and distributed weekly schedules for station including but not limited to contacting various networks for features and sports play-by-play games.
- Maintained budget and expense reports for Sports Department.
- Assisted the program director with day-to-day operations for the Programming Department that included building formats developing programs and promotions.
- Researched audience ratings using Nielsen and Scarborough.

Prior to joining Golden West, was employed as a Local Copy Coordinator with **KTLA-TV, Los Angeles, CA.**

**EDUCATION:**

Doctorate of Educational Leadership, St. Thomas University, Miami Gardens, FL.  
Master of Public Administration, California State University, Northridge, CA.  
B.S., Communications, Florida State University, Tallahassee, FL.