

**2014/15 NOMINATION APPLICATION FORM
SCAN NATOA, INC.
BOARD OF DIRECTORS/PRESIDENT ELECT**

Name Michael Russo

Title Multimedia Manager

Company County of San Diego

I am (check all that apply):

☐ an elected official

☐ a consultant/attorney with a private firm

A government official/employee: ☐ town, ☐ village, ☐ city, ☒ county,
☐ state, ☐ federal

Address 1600 Pacific Highway, San Diego, CA 92101

Phone 619-595-4639

Fax 619-557-4027

E-mail michael.russo@sdcounty.ca.gov

Jurisdiction(s) County of San Diego
You Serve

In the space provided below, please answer the following questions:

Describe the duties and responsibilities of your current position.

I supervise a team of eleven -- videographers, graphic designers, web -- in managing the multimedia you see on the County of San Diego websites -- external and internal -- as well as manage the County's PEG television channel and provide extensive writing and on-camera support.

Describe what in your background will make you a valuable member of the SCAN NATOA Board or as President Elect.

I have worked for the County of San Diego for 13 years -- most of that time as manager of the multimedia group. Prior to my service with the County, I worked as a reporter and anchor in San Diego radio and television news for 16 years. I try to bring a news sensibility to our role as communicators and try to bring powerful stories to the community to educate people on the important role County government plays in their daily lives.

Describe your involvement in SCAN NATOA activities to date.

I have been attending SCAN-NATOA and NATOA events for many years and have been called upon to present or moderate a number of panel discussions.

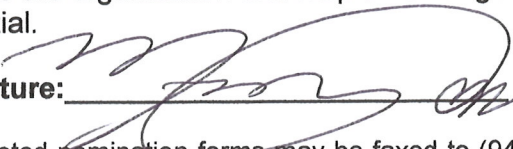
Describe in detail what SCAN NATOA, as an organization should be doing to better serve the needs of our members. How would you propose implementation of your ideas?

SCAN-NATOA does a good job in holding events and encouraging participation. I would keep encouraging participation in events, as well as continuing discussions on topics important to our members -- everything from legislation to technology. My bias is toward multimedia so I'd encourage more events that cover multimedia, social media and communication tools at our disposal.

Summarize why you want to serve on the SCAN NATOA Board of Directors or as President.

I've enjoyed my many years as a member in SCAN-NATOA and think it's time I give something back to the organization and help a newer generation of government communicators reach their potential.

Signature:



Date:

5-27-14

Completed nomination forms may be faxed to (949) 223-1180 or emailed to CLopez@AWAttorneys.com no later than June 1, 2014, if followed by a mailed original within three days. Original must be mailed to: Christy Marie Lopez, Esq. | Aleshire & Wynder LLP | 18881 Von Karman Avenue Suite 1700 Irvine, CA 92612