

Office of Superintendent of Schools
Board Meeting of June 20, 2001

June 5, 2001

Personnel Management and Services
Nelson E. Diaz, Deputy Superintendent

**SUBJECT: APPOINT AND ASSIGN:
COORDINATOR I, TV PROGRAM DEVELOPMENT**

The Coordinator I, TV Program Development, directs public information, promotion media relations and marketing for WLRN-TV, Channel 17 and WLRN-FM Radio and other telecommunications services provided by the Division of Media Programs; plans and directs all program promotion and advertising activities.

The following recommendation is made in accordance with the Miami-Dade County Public Schools/Dade County School Administrators' Association labor contract.

This open position is due to the resignation of the incumbent. The recommendation for appointment and advertisement was approved prior to the hiring freeze.

Ms. Barbara R. Salvin is recommended for appointment to the open, budgeted position of Coordinator I, TV Program Development, pay grade 40, Grants Administration and Integrated Media Services. From 1985 to 1988, Ms. Salvin was employed as a WTMI Regional Sales Director, Miami, Florida. From 1989 to 2001, Ms. Salvin was self-employed as President of Edgewater Consultants, Inc., Miami, Florida, an advertising, public relations, and special projects firm. Since 2001 to the present, Ms. Salvin has served as Interim Communications Director for WLRN Public Radio and Television, her current position, funded by Friends of WLRN.

This recommendation is the direct result of the Board-approved advertisement and selection process.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, appoint Ms. Barbara R. Salvin to the open budgeted position of Coordinator I, TV Program Development, pay grade 40, 12 months, and assign to Grants Administration and Integrated Media Services, effective June 21, 2001, or as soon thereafter as can be facilitated.

NED/mu

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