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Office of the Mayor
Honorable Ronald V. Dellums
Mayor

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Letter of Appointment

July 7, 2009

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Brunner and members of the City Council:


Pursuant to City Charter section 601, the Mayor has appointed the following person as member of the following Board or Commission, subject to City Council confirmation:

Children's Fairyland Board

Karen Boyd, Mayoral appointment, recommended by City Administrator Dan Lindheim to serve the term beginning December, 9, 2008 and ending December 8, 2010 filling the seat previously held by Anne Campbell-Washington.

Thank you for your assistance in this matter.

Sincerely,


Ronald V. Dellums
Mayor

Karen L. Boyd

SUMMARY OF QUALIFICATIONS

- ◆ Quick-thinking communicator with 20 years' experience directing strategic communications programs
- ◆ Excel at communicating complex issues with clarity and finesse
- ◆ Excellent, established relationships with Bay Area news media (print, radio, television, wire, internet)
- ◆ Outstanding interpersonal skills; sensitive to and familiar with the values and points of view of a culturally, linguistically and socioeconomically diverse community
- ◆ Strong relationships with local elected officials, their staff and community interest groups
- ◆ Creative, self-motivated, articulate, incisive, analytical, persuasive and credible
- ◆ Dedicated to harnessing the power of strategic communications as a tool for enhancing public trust in government and creating a positive social impact in my community

PROFESSIONAL EXPERIENCE

Strategic Communications Manager (Assistant to the City Administrator)

Office of the City Administrator, City of Oakland, CA

2005 to present

Manage strategic communications for fast-paced, multi-faceted municipal agency and government. Develop and implement communications strategies, content and tools. Serve as a key City spokesperson and senior communications strategist citywide.

- ◆ Provide strategic communications guidance to City agencies on complex, high-profile and controversial projects and issues requiring expert handling
- ◆ As convener and chair of Communications Roundtable, guide and support the public information efforts of agencies and departments citywide
- ◆ Manage City's emergency public information efforts; chair citywide team of emergency public information officers (NIMS/SEMS); extensive working knowledge of emergency management processes and guidelines; chair Bay Area Emergency Public Information Network (BAEPIN)
- ◆ Managing editor of key internal communications tools: OakNet employee intranet and *Bridges* newsletter
- ◆ Co-lead City web site redesign project team; manage and coordinate content for new site

Legal Communications Director

Office of the City Attorney, City of Oakland, CA

2000 to 2004

Directed a full-scale communications program for a large, progressive, nationally recognized municipal law office. Developed and oversaw implementation of strategic communications plan. Advised City Attorney, Management Team and staff on communications strategies: message development, positioning, timing, target audiences and placement. Responsible for managing multiple, demanding projects with simultaneous and/or competing deadlines.

Media Relations

- ◆ Responded to media inquiries pertaining to complex, sensitive and high-profile or controversial legal matters; served as spokesperson
- ◆ Planned and conducted news conferences and media events
- ◆ Drafted and disseminated media advisories, news releases, fact sheets, media kits, briefing materials
- ◆ Researched and wrote speaking points for City Attorney and other high-ranking public officials
- ◆ Wrote and placed op-eds and feature articles for regional and statewide news and trade publications
- ◆ Served as communications liaison for Office of the City Attorney in managing citywide media relations
- ◆ Advised Mayor, City Manager and Agency Directors on citywide media relations issues

Public Information

- ◆ Developed, researched, wrote and oversaw production of communications tools used in community outreach: fact sheets, public service announcements, brochures, flyers, monthly *Legal Briefs* essay

- ◆ Managed design, developed original content and launched Office of the City Attorney's new website in 2001: www.oaklandcityattorney.org; managed and maintained website
- ◆ Wrote and produced award-winning Annual Report and Community Report Card each fiscal year
- ◆ Developed annual budget presentation to City Council
- ◆ Created citizens' guide to open government laws in user-friendly language and format in English, Spanish, Chinese and Vietnamese
- ◆ Wrote script for "Legal Chat," a 30-minute show on Oakland's government access cable station

Community Relations

- ◆ Built positive, two-way communication with Oakland neighborhoods, merchants associations, community groups and service clubs
- ◆ Managed and promoted City Attorney's speaking engagements at community and business functions
- ◆ Used neighborhood listserves to send regular communications, including regular news updates and essays

City-wide Communications

- ◆ Co-directed development of *Don't Trash Oakland—It's Home* advertising and public relations campaign to beautify Oakland; managed campaign launch; provided direction on creative and strategy
- ◆ Played lead role on city's Emergency Public Information Team. Experienced in disaster preparedness, response and mitigation

Public Information Specialist

Public Works Agency, City of Oakland, CA

1996 to 2000

- ◆ **Media relations**—Coordinated press strategy, conducted media events and press conferences, responded to media inquiries, arranged interviews, planned media tours, pitched stories to reporters and editors, developed press kits and media briefing materials, served as Agency spokesperson.
- ◆ **Publicity**—Promoted major Public Works initiatives, such as the *Grime Busters* program. Publicized key milestones on major capital improvement projects, safety initiatives or customer service efforts.
- ◆ **Public information**—Developed and produced educational and informational materials (fact sheets, brochures, flyers, mailers, advertisements, public service announcements) related to winter preparedness, pedestrian and traffic safety, street resurfacing, street sweeping, drainage issues.
- ◆ **Major citywide projects**—Directed publicity and promotion of major community events and initiatives, such as the Great Green Sweep, El Nino emergency preparedness and response, Pedestrian Safety Week and the City Manager's Crime and Grime Initiative.

Project Manager, Public Involvement Services

Woodward-Clyde Consultants

1988 to 1996

- ◆ Managed more than \$1.3 million of public involvement projects for municipalities and Federal agencies at this environmental engineering firm.
- ◆ Designed and implemented environmental education, community relations and risk communications programs in multi-cultural, multi-lingual communities.
- ◆ Developed water pollution prevention education and training programs, conducted community relations efforts for hazardous waste investigations and clean-ups, facilitated public meetings, wrote and produced informational materials, developed technical presentations, developed communication strategies to address technical environmental issues.

EDUCATION

University of California at Davis, Bachelor of Arts, International Relations, 1988

Institut d'Etudes Politiques (Political Science Institute), University of California Education Abroad Program, Grenoble, France, 1986-87

PROFESSIONAL AFFILIATIONS

- ◆ Chair, Bay Area Emergency Public Information Network (BAEPIN)
- ◆ President, Board of Directors, East Bay SPCA
- ◆ Member, Rotary International—Oakland Rotary 3

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APPROVED FOR FORM AND LEGALITY



CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION APPOINTING KAREN BOYD AS A MEMBER OF THE CHILDREN'S FAIRYLAND BOARD

WHEREAS, Ordinance No. 70531 C.M.S. creates the Children's Fairyland Board, whose members are appointed by the Mayor; and

WHEREAS, the Bylaws of Children's Fairyland Inc. specify that members are to serve four year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that by the nomination of the Mayor, the following individual is hereby appointed to the term set forth below:

Karen Boyd, Mayoral appointment, recommended by City Administrator Dan Lindheim to serve the term beginning December, 9, 2008 and ending December 8, 2010 filling the seat previously held by Anne Campbell-Washington.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- KERNIGHAN, NADEL, QUAN, DE LA FUENTE, BROOKS, REID, KAPLAN,
AND PRESIDENT BRUNNER,

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS
Interim City Clerk and Clerk of the Council
of the City of Oakland, California