

MEMORANDUM

To: Ignacio de la Fuente, President, Oakland City Council
CC: Latonda Simmons, Office of the City Clerk
From: Jane Brunner, Councilmember District One
Date: 7/13/06

Re: **APPOINTMENT TO THE OAKLAND LIBRARY ADVISORY
COMMISSION**

I would like to appoint Marilyn Citron to the Oakland Library Advisory Commission to replace Maria Barra who's term ended 11/24/01.

Thank you for your attention to this matter.

MARILYN CITRON

Career Accomplishments

Fox Stations Sales, San Francisco, CA

2001-present

Senior Account Executive

Represent Fox Owned and Operated television stations to major advertising agencies and direct clients in the San Francisco Bay Area.

- Control 60% of office billing
- Negotiate multiple year sports packages, including Superbowl sales packages
- Excellent record of increasing billing on accounts
- Spearhead new business development for existing and new accounts
- Manage political advertising sales, resulting in year to year revenue growth.
- Continually overachieved budget goals
- Won sports sales awards

Blair Television, San Francisco, CA

Senior Account Executive

1995-2001

Represented over 130 client television stations to major advertising agencies in San Francisco Bay Area.

- Control 40% of office billing (sales team of seven account executives)
- Manage all political advertising sales, resulting in high shares of political sales billing
- Negotiate multiple year sports packages, including Olympic sales packages
- Management of over 50 accounts simultaneously
- Consistently demonstrate superb track record of pre and post sell
- Surpassed office budget goals
- Earned numerous company and television station sales goal awards

KGO Television, San Francisco, CA

Senior Account Executive

1988-1995

Represented ABC owned television station to advertising agencies and direct new business clients in San Francisco Bay Area

- Managed major advertising agency accounts, consistently increasing annual profits
- Exceeded new business development goals resulting in additional sales revenue
- Handled all phases of local and national political advertising; generated highest shares of the market's political revenue.

KCBS Radio, San Francisco, CA

1982-1988

Account Executive

Represented CBS owned radio station to advertising agencies and direct clients in the San Francisco Bay Area.

- Achieved highest sports sales in station history
- Worked with major agencies and direct new business accounts
- Handled all political advertising for the station
- Won sports sales awards five consecutive years

Education:

M.A. Communications University of Maryland, College Park MD.
B.A. Speech, English Brooklyn College, Brooklyn N.Y.

OAKLAND CITY COUNCIL

DRAFT

RESOLUTION No. _____ C.M.S.

**RESOLUTION APPOINTING MARILYN CITRON AS A MEMBER
OF THE LIBRARY ADVISORY COMMISSION**

WHEREAS, Ordinance No. 8064 C.M.S. creates the Library Advisory Commission, whose members are nominated by the Mayor and approved by the City Council; and

WHEREAS, Ordinance No. 11730 C.M.S. specifies that members of the Library Advisory Commission are to serve three 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:

Marilyn Citron, to serve the term beginning November 25, 2004 and ending November 24, 2007, filling the position formerly held by Maria Barra.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST:

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