



# COUNTY OF KENOSHA

## OFFICE OF THE COUNTY EXECUTIVE

Jim Kreuser, County Executive

1010 – 56<sup>th</sup> Street, Third Floor

Kenosha, Wisconsin 53140

(262) 653-2600

Fax: (262) 653-2817

## ADMINISTRATIVE PROPOSAL

### COUNTY EXECUTIVE APPOINTMENT 2021/22-2

#### RE: KENOSHA COUNTY LOCAL EMERGENCY PLANNING COMMITTEE

TO THE HONORABLE KENOSHA COUNTY BOARD OF SUPERVISORS:

Placing special trust in his judgment and based upon his qualifications, I hereby submit to the honorable Kenosha County Board of Supervisors for its review and approval the name of

Joseph Potente  
1010 56<sup>th</sup> Street  
Kenosha, WI 53140

to serve a three-year term on the Kenosha County Local Emergency Planning Committee as a Social Media Representative, (Group 3) beginning immediately upon the confirmation of the County Board and continuing until the 1st day of May 2024 or until a successor is appointed by the County Executive and confirmed by the Kenosha County Board of Supervisors.

Mr. Potente will serve without pay.

Mr. Potente will be filling a vacancy on the Committee.

Respectfully submitted this 14<sup>th</sup> day of April 2021.

Jim Kreuser

Kenosha County Executive

COUNTY OF KENOSHA  
OFFICE OF THE COUNTY EXECUTIVE  
JIM KREUSER

**APPOINTMENT PROFILE**  
**KENOSHA COUNTY COMMISSIONS, COMMITTEES, & BOARDS**

(Please type or print)

Name: Joseph Gene Potente  
First Middle Last

Residence Address: \_\_\_\_\_

Previous Address if above less than 5 years: N/A

Occupation: Kenosha County Communications Manager  
Company Title

Business Address: 1010 56th St., Kenosha, WI 53140

Telephone Number: Residence \_\_\_\_\_ Business 262-653-2802

Daytime Telephone Number: 262-653-2802

Mailing Address Preference: Business ( ☒ ) Residence ( ☐ )

Email Address: Joe.Potente@kenoshacounty.org

Do you or have you done business with any part of Kenosha County Government in the past 5 years? Yes ( ☐ ) No ( ☒ )

If yes, please attach a detailed document.

**Affiliations:** List affiliations in all service groups, public service organizations, social or charitable groups, labor, business or professional organization, and indicate if it was a board or staff affiliation.

Kenosha Creative Space Inc., Board of Directors member, 2017-present

**Special Interests:** Indicate organizations or activities in which you have a special interest but may not have been actively involved.

N/A

\*If more space is needed, please attach another sheet.

Kenosha County Commissions, Committees, & Boards  
Appointment Profile - Page 2

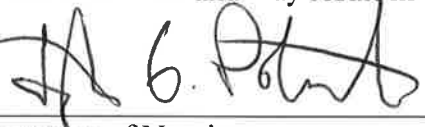
Nominee's Supervisory District 16th

Governmental Services: List services with any governmental unit.  
N/A

Additional Information: List any qualifications or expertise you possess that would benefit the Board, Committee, Commission, etc.

I am an experienced communicator, working presently for Kenosha County and formerly as a journalist.

Conflict Of Interest: It would be inappropriate for you, as a current or prospective appointee, to have a member of your immediate family directly involved with any action that may come under the inquiry or advice of the appointed board, commission, or committee. A committee member declared in conflict would be prohibited from voting on any motion where "direct involvement" had been declared and may result in embarrassment to you and/or Kenosha County.

  
Signature of Nominee

3/31/21  
Date

Please Return To: Kenosha County Executive  
1010 – 56th Street  
Kenosha, WI 53140

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(For Office Use Only)

Appointed To: \_\_\_\_\_  
Commission/Committee/Board

Term: Beginning \_\_\_\_\_ Ending \_\_\_\_\_

Confirmed by the Kenosha County Board on: \_\_\_\_\_

New Appointment \_\_\_\_\_ Reappointment \_\_\_\_\_

Previous Terms: \_\_\_\_\_  
\_\_\_\_\_

# Joe Potente

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## Objective

- Experienced journalist, now working in the world of government communications.

## Skills & Abilities

- Versatile in many aspects of communications, including reporting, writing, editing and social media management
- Knowledgeable about local government and its inward- and outward-facing communications needs
- Easily adaptable to new technologies

## Experience

### **COMMUNICATIONS MANAGER | KENOSHA COUNTY | MAY 2017-PRESENT**

- Duties include the crafting, editing and distribution of communications for external and internal uses, social media management and website administration.
- Accomplishments
  - Oversaw the successful establishment of the county's social media presence on various platforms including Facebook, Twitter and Instagram
  - Continual work with local and regional media outlets to facilitate the communication of county programs, events and initiatives
  - Continual work as a member of the Division of Information Technology staff on the development and execution of strategies to facilitate effective communications externally and internally

### **FREELANCE WRITER/EDITOR | NOVEMBER 2016-MAY 2017**

- Projects included pieces published in Milwaukee magazine and the editing of a magazine for the nonprofit Kenosha Creative Space.

### **EDITOR/REPORTER | KENOSHA NEWS | FEBRUARY 2004-NOVEMBER 2016**

- Worked as a reporter for roughly nine years, covering several beats including city, county, state and federal government.
- Served as Assignment Editor, overseeing the daily local news report, supervising a staff of roughly 12 journalists and producing a twice-daily video newscast.
- Served as Editor in Chief, directing the newspaper's editorial operation, overseeing the editorial department budget and managing the newsroom leadership staff.
- Accomplishments
  - Led the newspaper through continually challenging times in the industry, adjusting to budget and staff reductions
  - Adjusted to changing technologies in the industry, including the establishment of video and web products and social media channels
  - Directed and edited a series on poverty in Kenosha County that won a national Inland Press Association award

### **REPORTER | THE CAPITAL TIMES | 2003-2004**

- Worked as a part-time, general-assignment city desk reporter

## Education

### **BACHELOR OF ARTS | 2003 | UNIVERSITY OF WISCONSIN-MADISON**

- Majors: Journalism and Mass Communications, History