



**MAYOR KEVIN L. FAULCONER
CITY OF SAN DIEGO**

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NEWS RELEASE

Mayor Appoints Director for New Communications Department
Streamlined department will focus on enhancing communications with public

San Diego, CA – Today Mayor Kevin L. Faulconer announced the appointment of Amelia Brazell as Director of the new City of San Diego Communication Department. Brazell will manage communications for City operations in coordination with the Mayor’s communications team.

“It’s incredibly important that government is open and information is easily accessible to the public,” said Mayor Faulconer. **“With her nearly three decades of experience in the field of communications, Amelia will help develop a city government that speaks with one voice and is focused on improving the lives San Diegans in every neighborhood. Amelia will oversee the restructure of citywide communication functions and initiatives that increase the use of technology to enhance communications with the public and media.”**

The Communications Department restructure consolidates nearly all of the City’s existing communication-related functions into one department to provide more effective, timely and relevant information to the public. The City’s public information professionals will work in this department with the exception of those individuals who serve the public safety departments of Police and Fire-Rescue. Currently these professionals are working for different departments and located throughout the city.

“I’m looking forward to carrying out Mayor Faulconer’s vision of one city with one voice,” said Brazell. **“We have so many talented professionals serving the public and media, and**

my goal is to get them all working together to provide information in an efficient and effective way that is relevant to the lives of everyday San Diegans.”

The department will also include CityTV, which provides live televised coverage of San Diego City Council and other public meetings and events on Channel 24 (Cox Communications and Time Warner Cable) and Channel 99 (AT&T).

Plans for the department were approved by the City Council in 2013 in a move to improve government operations. Funding for this reorganization was provided in the Fiscal Year 2015 budget that went into effect July 1.

Brazell has 28 years of experience in communications, marketing and public relations. She has strong ties to San Diego, having served as the Director of Marketing and Public Relations for the San Diego Zoo and Wild Animal Park in the late 1990s. Her experience also includes serving as Marketing Director of Public Relations at Busch Gardens and Adventure Island Parks in Tampa, Florida, and President and CEO at a coaching consultancy company specializing in strategic planning, marketing, branding and business development strategy.

She most recently managed Brazell and Associates, which provides strategic leadership advice and coaching for non-profit organizations and entrepreneurs.

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