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Clayton County Board of Commissioners



PRESS RELEASE

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Board of Commissioners Host Professional Development Breakfast for County Communicators

County and local city government communicators meet to discuss county's media coverage

Jonesboro- The Public Relations Office of the Clayton County Board of Commissioners, along with Clayton County Archway Partnership, hosted a professional development breakfast for local county government personnel who serve as public information officers and marketing professionals. The event was held at the S. Truett Cathy Professional Learning Center on Thursday, March 24, 2011, with communication professionals from the cities of Lovejoy, College Park and Forest Park also in attendance.

Representatives from various metro Atlanta media outlets spoke to the group of communicators on topics that included the pitching of timely media stories. The five panelists from the metro Atlanta media that attended the breakfast included: WSB-TV news anchor, Jovita Moore; WAGA- Fox 5 planning editor, Tanya Mendoza; Who's Who of Black Atlanta vice president of national sales, Wayne K. Brown; the Association of County Commissioners of Georgia (ACCG) director of communications, Beth Brown; and Clayton Neighbor editor/writer, Bill Baldowski. During the question and answer session of the program, the panel provided both informative and insightful feedback to the packed room of communicators on the news coverage process; the breakfast served as a great educational tool and networking session for all in attendance. WSB on-air talent Jovita Moore stated afterwards that "the event was a great opportunity to connect with our resources in the community. We rely on the Public Information Officers (PIOs) around the city to inform us about events happening which could possibly be reported on during our news cast."

Professional development sessions are held quarterly throughout the county for Clayton County government communicators, and various county agencies rotate serving as host of the gatherings. The meetings provide County Communicators with an opportunity to professionally network and to have an exchange of information and ideas. Additionally, the County Communicators' Breakfast provides access to resources that assist the PIOs and marketing staff in their day-to-day mission of disseminating information regarding programs, initiatives and events taking place in Clayton County.

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