

FOR IMMEDIATE RELEASE: May 16, 2014

CONTACT: Kimberly Larson, Public Information Office, 623-930-2989

GLENDALE NAMES JULIE WATTERS AS TOP COMMUNICATIONS EXECUTIVE

Glendale, Ariz. — Julie Watters has been named the new director of communications for the city of Glendale, after serving seven months as the interim director, following a national recruitment for the position.

In her new role, Watters will oversee all the functions of the Communication Department, including the city's public information office, special events, website, the Convention & Visitors Bureau, marketing and creative services, Glendale 11 television station and the Glendale Media Center. Employed with the city since 2002, she has served in multiple leadership roles in both the Fire and Communication Departments during her 12-year tenure. Most recently, Watters has served in the role of Interim Communication Director since September of 2013 and before that was a Deputy Communications Director beginning in 2010. During the past 12 years, she has overseen the operations of the award-winning Glendale Civic Center, worked on numerous citywide projects, such as the 2015 and 2008 Super Bowls as well as other mega events, has played a role in high-level communication projects and has also been an integral member of the city-owned TV station, Glendale 11, on-air broadcasting as well as writing and producing dozens of programs that have been nominated for awards including the coveted Emmy.

Prior to her work here, she was a reporter & anchor at KPNX-TV, Channel 12, for more than eleven years with a reputation for fairness and excellent communication skills. She has a Bachelor's Degree in Broadcast Journalism, with a minor in Political Science from Northern Arizona University. Watters comes from a family with four-generations of Arizonans, was raised in Glendale and graduated from Apollo High School.

“I have had the pleasure of working with Julie for more than 20 years and can tell you that she is a dedicated professional and a well-respected leader, with a passion for quality communication and a deep knowledge of the city of Glendale,” said Julie Frisoni, assistant city manager. “Her tenure with the city, community networks, familiarity with our organizational history, and her professionalism are valuable and will continue to benefit Glendale in this permanent role.”

###