

# News Release

## Office of the City Manager



### FOR IMMEDIATE RELEASE

July 19, 2018

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CITY COUNCIL**

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## Boulder City Hires Communications Manager, Creating City Communications Plan

**Boulder City, NV** – City Manager Al Noyola is happy to announce his office will be creating a City Communications Plan in the coming months. The plan will be developed by Communications Manager Lisa LaPlante, who started in the new role on July 16. Noyola and LaPlante will present the plan to residents, the Mayor and City Council by October 15.

“Upon my arrival earlier this year, I saw a vacuum when it came to news and information,” said Al Noyola, City Manager of Boulder City. “We need to be proactive in promoting our events, providing accurate information to our residents, responding to critical incidents and sharing the work of our dedicated employees. Having someone in City Hall every day will give us more opportunities and advantages to fill that void.”

Among the goals of the new role and Communications Plan are to ensure open and transparent City government; review and revise the Boulder City Television (BCTV) Government Channel Policy; oversee communications with area media members; promote policies and events, and manage social media.

“Residents need information in a timely, concise manner,” said LaPlante. “I want to be sure we are sharing information on multiple platforms to reach everyone as quickly as possible. While the City has been using Facebook for some time, we added Twitter to our toolbox this week, and will strengthen our YouTube channel in the coming months with more local content.”

LaPlante comes from Kent County, Michigan, where she worked as a television news reporter for nearly two decades before getting into public service in 2011. She reorganized the role of Marketing and Communications Manager at the Kent County Health Department and was promoted in 2014 to a role created specifically for her: County Community Liaison and Communications Director. Among LaPlante’s duties will be to review the contract with the current firm that handles public relations and social media for the City.

The new twitter account can be found at [www.twitter.com/BoulderCityNev](http://www.twitter.com/BoulderCityNev).

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