

Board of County Commissioners

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FOR IMMEDIATE RELEASE

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Carroll County Commissioners Name Communications Team

Westminster, Wednesday, August 30, 2017 – The Board of Carroll County Commissioners (BCC) is pleased to announce the implementation of a new communications team. Two current county staff members will establish a Communications Office. Beginning August 24, 2017, Christine Winebrenner and Christopher Swam will work together to facilitate and manage communications from the County Commissioner's Office.

Christine Winebrenner moves into the role of Communications Manager from her current position as Project Analyst in the Commissioners' Office. Ms. Winebrenner will oversee the board's communication initiatives, handle media communications and plan the overall county communications strategy concerning internal and external messaging. She is highly qualified and well-versed to fill this new role. She will also prepare, strategize and coordinate information and materials of programs, services and activities of Carroll County Government as well as provide project development and coordination between multiple groups and levels of government as directed by Board of County Commissioners.

Christopher Swam joins the team as Digital Media Manager. He moves into the position bringing a wealth of knowledge and experience as Carroll County's current Media Production Coordinator. Mr. Swam will develop, direct and produce all methods of programming relating to Carroll County Government proceedings and community interests. He will disseminate and promote information by managing the joint information system for media distribution in multiple formats, including; press releases, social media including Facebook, Twitter and other similar platforms interaction and updates; programming for Carroll County Government Channel 24; County Web Meeting Portal; Commissioner webpage and traditional media outlets.

Commissioner Richard Weaver, President of the Board of Carroll County Commissioners, said, "Communication is critical for citizen outreach and the BCC is committed to placing greater emphasis on informing and engaging our citizens. We believe this two member team will provide a broader,
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CARROLL COUNTY

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more comprehensive communications strategy and greatly expand our communication efforts.” He added, “We are excited to have two staff members within our organization who have the background and skills to immediately move ahead with this initiative and we are expecting great things to come.”

“And the best part is,” he added, “whenever we need someone, we can just yell “Chris!” and we will get one or both!”

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