



NEWS RELEASE

COUNCILMEMBER MARTI EMERALD

Seventh District

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Councilmember Marti Emerald Announces Director of Communications:

Veteran Journalist Geni Cavitt to Join District 7 Team

San Diego—City Councilmember Marti Emerald today announced her new Director of Communications, TV news journalist Geni Cavitt. Cavitt has worked in the media and communications field for 20 years at KFMB radio and CBS 8 television news, and eight years with Emerald at KGTV ABC 10News.

“I am pleased to make this announcement,” said Emerald. “Geni truly wants to help me make San Diego a better place to live for all of us. I wanted her on my team because she is such a well-known, respected, and capable communicator.”

As Director of Communications, Cavitt will be a key member of the senior leadership team and will work closely with other team members, staff, partners, and the media. Her primary duties include overseeing programs and communications that represent District 7, its constituents, and its goals. She will manage message-framing, strategic communications planning, public relations, Web, broadcast and print media, and publications.

Cavitt will play a key role in communicating the strategy and direction of the District 7 programs. In addition, she will capitalize on her skills as a writer, photographer, and video editor to implement video news programming and maximize Web social media to keep Councilmember Emerald in touch with her constituents, and vice versa.

Cavitt has already proven herself an exceptional leader through her work with the 10News Leadership series, as well as her work with many charities, including the Multiple Sclerosis Society, the Muscular Dystrophy Association, A New PATH (Parents for Addiction Treatment & Healing), the San Diego Police Historical Association, the National Alliance on Mental Illness, various San Diego school reading programs, and the Girl Scouts of America. In 2008, the Girl Scouts honored Geni as one of *The 10 Coolest Women in San Diego County*.

“I am thrilled to be part of Councilmember Emerald’s team and to be serving my city and my friend,” said Cavitt. “This is truly an opportunity and an honor.”

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