

**For Immediate Release**  
**Communications Office, (702) 799-5304**

**September 8, 2011**

## **Clark County School District names Amanda Fulkerson as Chief Communications Officer**

*Addition to leadership team supports district transparency and community involvement*

**Las Vegas** - The Clark County School District Board of Trustees voted to approve Superintendent Dwight Jones' pick for Chief Communications Officer, Amanda Fulkerson, during the board's Sept. 8 meeting.

Fulkerson most recently served as Chief of Staff to California Lt. Governor Abel Maldonado and as Chief Deputy for Communications to California Governor Arnold Schwarzenegger.

"We are thrilled to welcome Amanda to CCSD" said Superintendent Dwight Jones. "She is committed to carrying out our desire for greater transparency and strengthening our voice in the community."

Jones went on to say that "Ms. Fulkerson rose to the top of a very competitive process. We had over 80 applicants from our community and across the nation and were fortunate to be able to choose from among exceptional finalists."

In her roles with the Governor and Lt. Governor of California, Fulkerson oversaw daily messaging and managed crisis communications, policy rollouts and media relations for the state's leaders.

"I'm honored to serve the residents of Clark County," said Fulkerson. "I'm joining a team of professionals who are truly committed to putting students first and understand the value of making the community and media a collaborative part of the comprehensive approach to improving student achievement."

"The board is excited to welcome our new Chief Communications Officer to the CCSD family," said President Carolyn Edwards. "Amanda Fulkerson will be a great asset as the district embraces the reform initiatives introduced by Superintendent Jones. Beyond that, Ms. Fulkerson will work toward a more open, transparent dialogue with our community."

Fulkerson has served as communication lead for several crisis situations that garnered national attention. She was dispatched to the 2006 Southern California Wildfires to manage press and information flow in conjunction with FEMA, and was on the ground in San Bruno, California hours after the tragic 2010 gas pipeline explosion to oversee the flow of factual information to media and residents. She also joined a California delegation to Louisiana

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after the Deepwater Horizon explosion that brought media response and volunteer training experts to the stricken coastline.

Prior to her role in the Governor's office, Fulkerson was appointed deputy secretary of communications for California's State and Consumer Services Agency (SCSA) from 2007-2009 under the 41st US Treasurer Rosario Marin.

"I applaud Clark County for recruiting Amanda," said Rosario Marin. "Amanda is a dedicated professional who never loses sight of the audiences she serves while staying focused on the greater mission to improve how public sector entities are sharing information with our constituents."

Fulkerson, who will report directly to the superintendent, received her bachelor's degree in Communications and Public Relations from California State University, Sacramento and was named 2010's *Rising Star* by the International Association of Business Communicators. She will earn a salary of \$130,632 when she begins her employment with the CCSD on September 26.

For more information about the Clark County School District, visit [ccsd.net](http://ccsd.net).

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