

FOR IMMEDIATE RELEASE

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Marketing/Communications

**LENDALE HIRES NEW  
MARKETING/COMMUNICATIONS MANAGER AND NEW  
EXECUTIVE PRODUCER/ANCHOR**

**LENDALE, Ariz.** – The city’s Marketing/Communications Department has added two new professionals to its ranks: Julie Watters as executive producer/anchor for Glendale 11 and Jennifer Stein as marketing/communications manager.

Julie Watters started with the Glendale Fire Department in 2002 and created a Public Information Office for the department. She went on to become the highest-ranking civilian in the Fire Department, overseeing the Community Services division. Prior to joining the city, Watters worked for 11 years for Channel 12 as an Emmy award-winning reporter/anchor.

In her new role as executive producer/anchor, Watters will be second in command in the Cable division. She will be produce, report and anchor Glendale 11 programs, and will serve as city emcee for a variety of special events, ceremonies and press conferences.

Jennifer Stein joins Glendale from Channel 3, where she was news/segment producer for Good Morning Arizona for nearly five years. She also worked for HMA Public Relations as a public relations/marketing account executive for four years.

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## **New Communications Staff**

**Add 1/1/1**

As marketing/communications manager, Stein will act as a communications consultant to city departments and work closely with elected officials on programs and issues, and handle media relations. She will also be the city's liaison to the Coyotes, the Cardinals and the Glendale Arena.

“We are thrilled to have such incredibly talented individuals join our marketing team,” said Communications Director Julie Frisoni. “Both are highly sought after in their career fields and we are extremely honored to have them join us as we head into a very exciting future for the city of Glendale.”

Both employees began their new jobs on January 17.

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