

DATE ISSUED: July 27, 2004

REPORT NO: 04-168

ATTENTION: Honorable Mayor and City Council

SUBJECT: Appointment of Public and Media Affairs Director

#### SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

I am pleased to announce the appointment of Gina Lew to the position of Public and Media Affairs Director, effective August 16, 2004. Ms. Lew will fill the vacancy created by the promotion of Carl Nettleton to Deputy Director in the General Services Department responsible for Publishing Services and Central Stores.

Ms. Lew will be responsible for developing and implementing strategies to provide coordinated, comprehensive and proactive communications to the public, media, civic and community organizations. In continuance of my restructuring efforts, Ms. Lew will also manage the City's Cable Television Program, including CityTV 24.

Ms. Lew began her career as a broadcast journalist more than two decades ago. She has covered the San Diego and Los Angeles areas extensively and reported on the major breaking news stories in both towns. As a reporter, she's had the good fortune to travel around the United States. Because she speaks Spanish, she also covered crucial stories in Baja California. Her adventures include traveling throughout Central America while working on a documentary.

She got her start in Los Angeles, while still in college, at CBS. She was then awarded a NBC Fellowship to earn her graduate degree. She worked with the top network reporters to learn her craft. Her first reporting position brought her to KCST, now KNSD, in San Diego. From there she worked her way up from field reporter to consumer reporter and anchor.

Her next professional jump brought her back to her hometown of Los Angeles. Ms. Lew was the lead reporter and backup anchor at KTTV, the Fox station. She returned to San Diego to get married and was hired by KFMB, Channel 8. For years she anchored the top rated morning and noon newscasts.

After she and her husband adopted their second child from China, Ms. Lew opted to work part-time. For the past five years, she has taught Journalism to students at the University of San

Diego and San Diego State University. She is also the host and producer for the program “Work In Progress” on KPBS. She is a regular KPBS freelance contributor for news stories which feature diverse segments in the San Diego community.

She’s an award-winning journalist and a founding member of the Asian-American Journalists Association.

She earned a Bachelor’s Degree with a double major in Broadcast Journalism and English at the University of Southern California. She also earned her Master’s Degree in Journalism at USC as well.

While anchoring the morning and noon newscasts, she oversaw the morning and noon news crews. She worked closely with a team that included: the producer, writers, assignment editor, reporter, and photographer. On a daily basis, she and her team covered late breaking news from five o’clock in the morning until midday. She enjoys the team approach to reaching a goal.

Please join me in congratulating Gina Lew on her appointment as Public and Media Affairs Director.

Respectfully submitted,

P. Lamont Ewell  
City Manager