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City Promotes New Communications Director

The City of Dalton has named a new communications director, promoting Bruce Frazier from his position as Public Relations Specialist for the police department. In his new role, Frazier will oversee communications for the city's different departments and also serve as the city government's point of contact for area media.

"Having a dedicated communications director will allow us to better serve the community by providing a more comprehensive view of the city's operation, and tell the story of how our individual employees serve our citizens," said Dalton City Administrator Jason Parker.

Bruce Frazier joined the Dalton Police Department as the agency's public relations specialist in 2008 and spent more than ten years working to expand the agency's online presence and create a social media presence for the department. In his role with the police department, Frazier also worked periodically with other city departments to assist with media coverage. In 2018, he began to serve as the media's point of contact for other city departments as well.

"I'm not from Dalton, but I've really come to think of Dalton as home over the years," said Frazier. "I've loved helping to share the stories of the police and firefighters working to serve our city, and I'm excited to be involved with the rest of the city's operations, too. There's a lot of cool stuff going on in Dalton."

"Bruce is uniquely qualified for this role because of his background, but also because of the many years he has worked with public safety departments as well as the city as a whole," said Jason Parker. "Bruce is well known with our media partners and is a great fit."

Frazier is a 2002 graduate of the University of Georgia where he earned a bachelor's degree in broadcast news from the Henry W. Grady College of Journalism and Mass Communication. After graduation, he served as a sports reporter and anchor at WDNN-TV in Dalton, WNEG-TV in Toccoa, and WRBL-TV in Columbus.