



FOR IMMEDIATE RELEASE

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Pavlik and Associates Appoints New Public Relations Representative;

Names Director of Community Engagement

Firm provides more than 30-years of experience in public and private sectors

Fort Worth, TX (January 8, 2018) – Kate Lattimore Norris is now Pavlik and Associates’ Director of Community Engagement. With nearly a decade of experience at Pavlik, Norris has direct involvement in many of the firm’s public and private sector accounts and spearheads their brand research and public engagement activities.

“Being named Director of Community Engagement is truly exciting because it speaks to services that are often overlooked at many marketing and PR firms,” says Norris.

“Engagement involves strategic communications and consensus. I am committed to helping our clients generate the active participation in communities that leads to brand loyalty, growth, and, ultimately, success.”

She is currently pursuing a PhD in Public and Urban Administration at the University of Texas at Arlington. Her research interests include community engagement and communication in the public sector, including housing, transportation, and economic development issues.

Rachel Greggis, a television news producer, is the firm’s new Public Relations Representative. She joins the team with over ten years in the broadcast industry. Greggis was a morning TV news producer for the nationally syndicated news show, *Morning Dose*, which is featured in six markets nationwide including Washington, D.C. Greggis was a

broadcast news producer in Connecticut for eight years, writing and creating local news content for several TV stations.

"I'm thrilled to be taking the leap into public relations," says Greggis. "It is a different side of the business; one that I've been interested in pursuing for a while. I'm excited to be supporting our clients with assets in broadcast news and social media."

ABOUT PAVLIK AND ASSOCIATES. Pavlik and Associates, located in Fort Worth, TX, offers a full complement of consulting services in the areas of strategic communications, public relations, media relations, crisis management, public involvement, environmental and regulatory matters, energy, solid waste management, land use and other policy areas. Pavlik and Associates is experienced at developing communications and outreach plans for public, nonprofit and private entities including large publicly-held and international companies, state agencies and statewide advocacy groups, metropolitan planning organizations, municipalities, counties and independent school districts.