



News Release

For Immediate Release

City of Ketchum Hires Local Public Relations Firm Jo Murray Public Relations Has Had Ketchum Office Since 2002

KETCHUM, Idaho (March 3, 2014) – The city of Ketchum has hired a local firm, Jo Murray Public Relations, to assist with public relations and communications projects.

The firm, founded in California, has had a Ketchum office since 2002. Principal Jo Murray has worked with the city on three successful bond issues and the proposed River Park at Sun Peak.

“We have the skills and talents here locally,” said Mayor Nina Jonas. “With Jo’s experience and familiarity with our town, our communications efforts and messaging will become more effective.”

Murray also has been a consultant to Oakland International Airport where she oversaw emergency communications on Sept. 11, 2001 and the following days, redevelopment projects in three San Francisco Bay Area cities, and Bond Underwriter, which provides information on municipal bonds.

She has served as a board member of the Public Relations Round Table of San Francisco, the nation's oldest public relations organization; as president of the East Bay chapter of the Public Relations Society of America, which won an award as the best chapter of its size in the nation during her presidency; and as a board member of Capital City Communicators in Boise. She was editorial page editor of the *Oakland Tribune* newspaper in Oakland, Calif., before forming her public relations firm.

She is co-founder and past president of the Wood River Women’s Charitable Foundation, whose approximately 200 members have donated more than \$1 million to Blaine County nonprofits.

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About the City of Ketchum

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, fishing, hiking, mountain biking, restaurants, art galleries and shopping. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit www.ketchumidaho.org.



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