

# News Release: PGCPs Welcomes New Chief Communications Officer

---

August 5, 2014  
For Immediate Release  
CONTACT:  
Office of Communications  
301-952-6001  
communications@pgcps.org

UPPER MARLBORO, MD – Dr. Kevin M. Maxwell, Chief Executive Officer for Prince George's County Public Schools (PGCPS), has appointed Keesha N. Bullock to serve as Chief Communications Officer. In this capacity, Bullock will work in tandem with the Chief Executive Officer, the Board of Education leadership, and senior leadership of the school district to develop a strategic communications plan that is aligned with the PGCPS mission, vision, and goals.

In this role, she will supervise the public information, web services, publications, television services, and outreach functions within the Office of Communications in an effort to articulate a broad proactive and transparent media relations and public information program that supports the efforts of the school system.

"Ms. Bullock will bring a refreshing and constructive perspective from her years of experience developing marketing campaigns, communications strategies, and working with national and local media to enhance our efforts to showcase the good things we are doing in PGCPS," said Dr. Maxwell. "As our new Chief Communications Officer, she will help us articulate our message and see that needed information is timely received not only by the news media, but our critical stakeholders."

Prior to her appointment, Bullock served as Director of Marketing for The Heritage Foundation in Washington, D.C. for five years, where she created and implemented marketing and communications strategies. For two years prior to her employment with Heritage, she was Managing Director of Aman & Associates, LLC, a boutique public relations agency in Washington, D.C. with non-profit, television, and corporate clients, among them the TNT cable network and breastcancer.org. Bullock also served as Publicity Manager for three years with Discovery Networks in Silver Spring, Maryland and as Senior Account Executive with Devillier Communications of Washington, D.C.

Bullock earned her bachelor's degree from the University of Maryland at College Park.