



NEWS RELEASE

COMMUNICATIONS DIVISION * 925 HARBOR PLAZA * P.O. BOX 570 * LONG BEACH CA 90801

MORRIS NAMED COMMUNICATIONS DIRECTOR Former City of Irvine PIO Joins Port

April 26, 2005

The Long Beach Board of Harbor Commissioners has named Heather C. Morris, the former City of Irvine public information officer, as the Port of Long Beach's director of communications. She succeeds Yvonne Smith who retired in December.

Morris' appointment is effective May 3. As communications director, Morris will supervise an eight member public relations and design staff, and direct an annual operating budget of more than \$1.5 million. She will oversee the port's media relations and community outreach efforts, direct the production of publications, develop advertising campaigns, represent the Port at public meetings, and create promotional strategies for the advancement of the Port.

Morris comes to the Port with nearly three decades of experience in local government, much of it in the public relations field. Under Morris' leadership, Irvine's public information office grew to become nationally recognized for its innovative and effective communications and marketing efforts. She won acclaim for the city's web site, cable television channel, publications, media relations, strategic planning and crisis management programs.

Previously, she was the public information officer for the City of Brea, the public information manager/assistant director of recreation for the City of Norwalk and the community services director for the City of Signal Hill.

Morris has a Bachelor of Arts degree from California State University, San Luis Obispo, and an Associate of Arts degree from Long Beach City College.

She is married and the mother of two sons.

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