



FOR IMMEDIATE RELEASE

Media Contact:

John Stefanski
(510) 583-3904

Chuck Finnie named Communications and Marketing Officer for City of Hayward

HAYWARD, Calif., April 23, 2018—Hayward City Manager Kelly McAdoo announced today the appointment of Chuck Finnie as Communications and Marketing Officer for the City of Hayward.

A former government affairs reporter and editor in the San Francisco Bay Area, Finnie has been serving the city on a consulting basis as communications advisor and public information officer since August 2016.

“Hayward is a leader in environmental sustainability, innovation in delivery of vital services, and responding to the needs and aspirations of one of California’s most diverse communities,” Finnie said. “I’m tremendously honored and excited to get to tell its stories.”

In this role, Finnie will be responsible for news media relations, directing and supporting citywide and departmental internal and external communications, public outreach and engagement initiatives, and ongoing development and execution of marketing and branding strategies.

He will serve as a member of City Manager McAdoo’s executive team and leader of the City’s Community and Media Relations Division. He can be reached directly by telephone at (510) 583-4344 and by email at chuck.finnie@hayward-ca.gov or pio@hayward-ca.gov.