



City Council

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**FOR IMMEDIATE RELEASE**

**LAFAYETTE TAPS JEFF HEYMAN AS  
CITY'S FIRST COMMUNICATIONS ANALYST**

**LAFAYETTE, CALIF., Apr. 17, 2018** – The City of Lafayette is pleased to announce that Jeff Heyman has joined the City as its first communications professional. City Manager Steven Falk last week introduced Heyman, who has several decades of experience in public sector communications, to Mayor Don Tatzin, City Council Members and the Chamber of Commerce. After more than 18 years heading public information and communications at the Oakland-based Peralta Community College District, Heyman joined the City as its Communications Analyst on April 9.

“For a long time, the City has done the best job it can in communicating with residents about the many things we do, but with the world of communications and media ever-changing, and the rise of social media, we needed a new approach, and this is a set of skills staff does not currently have,” said City Manager Falk.

“Jeff is remarkably well qualified for this new position, which the Council added last December,” Falk said. “He is skilled in writing, publishing, video, social media and is a good photographer as well. We welcome him to the City.”

At the Peralta Colleges, Heyman oversaw all communications for the 25,000-student district, including its websites, radio and TV stations, media relations, internal and external messaging, publications and social media. Upon leaving the Peralta Colleges, Heyman was presented with resolutions and proclamations noting his service to the community from the college district and the cities of Oakland and Alameda, where he resides with his wife, Sari, and their rescue greyhound, Katie Bugs.

Prior to his work for the Peralta Colleges, Heyman was an Information Officer and Deputy Spokesperson for the United Nations Peacekeeping Department. Heyman, who set up media operations and conducted press conferences for the UN, served in Cambodia, Rwanda, Angola and former Yugoslavia. A second generation San Franciscan, and a graduate of San Francisco State University in Fine Art Photography and Broadcast Communications, Heyman spent his teenage years in Alamo and graduated from San Ramon High School in Danville.

“I am very excited about the many possibilities that this new communications role offers and I am honored to have been tapped to fill this first-time position,” Heyman said. “It feels a lot like coming home,” Heyman added.

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“My wife is from nearby Moraga and I have many friends and spend many happy times in Lafayette over the years. I am honored to be representing a city I admire and providing information to the community about one of the most beautiful places anywhere.”

Heyman, who taught social media at Laney College and was a columnist for the East Bay Times, will be enhancing the City’s social media presence and working to facilitate robust dialog with the community using platforms such as Next Door, Facebook, Twitter, Instagram, and other outlets, such as the City’s Lafayette Listens, the Almost Daily Briefing, the Weekly Roundup and the quarterly newsletter Lafayette Vistas.

“It’s impressive that the City has done such a great job communicating openly with residents and neighborhood groups. I will continue this tradition of transparency and will work closely with the community to expand the conversation so that everyone is engaged and everyone is aware of all that is happening in Lafayette,” Heyman said.

**Media Contact:** Jeff Heyman, Communications Analyst, City of Lafayette, Direct line: (925) 299-3241, Email: [jheyman@ci.lafayette.ca.us](mailto:jheyman@ci.lafayette.ca.us)

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