



NEWS RELEASE

**STATE BOARD
OF EQUALIZATION**

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Sacramento
California 95814

RAMON J. HIRSIG
Executive Director

FOR IMMEDIATE RELEASE

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**ANITA GORE APPOINTED CHIEF
OF BOE'S COMMUNICATIONS OFFICE**

Ramon J. Hirsig, Board of Equalization Executive Director, today announced the recent appointment by the Board Members of Anita R. Grandrath Gore to Chief of the State Board of Equalization's Communications Office.

"New legislative mandates placed on the Board of Equalization have created an increased need for expanded communication," Hirsig said.

"Under my direction, and as a member of the Executive Team, Gore will plan, organize and direct the functions of the agency's new Communications Office," said Hirsig. "In this internally redirected position she will act as the Board's spokesperson to the media, serve as the Board's principal media contact with the Legislature, and establish BOE's information program objectives. Ms. Gore brings valuable experience to her position, with nearly 25 years in media relations."

Gore most recently served as Public Affairs Director, California Department of Conservation. In addition, she served as the Resource Agency appointee to the CalEPA Environmental Education Partnership implementation project and as liaison to Resources Agency and the Governor's Office.

In her capacity as Assistant Director, Communications, Department of Finance from 2003-2004, she communicated to national and statewide media on all aspects of the state's nearly \$100 billion financial plan and unprecedented fiscal crisis. In addition, Gore served as Assistant Secretary, External Affairs, California Health & Human Services Agency from 1994-2000. Prior service includes Deputy Director, Communications, California Employment Development Department from 1991-1994, and Assistant Press Secretary, Office of the Governor under Governor George Deukmejian 1990-1991.

Gore is a graduate of California State University, Sacramento.

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