



News Release

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Branson's public information director retiring *December 30 last day on the job*



The city of Branson's first public information director, Jerry Adams, has announced his retirement effective January 1, 2012 after 17 ½ years in that position.

Adams first came to work as a contract media consultant for the city in February 1994 during a period of explosive growth in Branson and national as well as international media attention. He was hired full-time as the public information director in June 1994.

"It was unheard of to have a city with a population of about 3,500 hire a full time public information person," said Adams. "But Branson has not been your average small city."

Adams said during his tenure in Branson, he has spoken to print and broadcast media from South Korea, Germany, Finland, Japan, Australia, Mexico and Canada, plus major cities in the U.S.

"They were fascinated with the success of small-town Branson, the number of theaters and entertainers here and how it all got started," said Adams.

Adams had previous media experience as he worked for the KY-3 News Department for 12 years, the last six as news director.

In addition to directing media relations and serving as city spokesman, Adams also developed a Citizens Service Request Line allowing the city to be more responsive to its citizens. He also coordinated the Citizens Academy, which provides residents the chance to learn the responsibilities of each city department, and how they all join together to serve both citizens and visitors.

Adams worked with the city's Information Technology Department to develop and continually update the city's website, and the city launched Facebook and Twitter sites to disseminate city news. He is also editor of the monthly employee newsletter called "City Scene."

“The job has been rewarding and challenging but never dull,” Adams said. “It’s been a privilege to have worked with several administrators and elected officials through the years, and all of them, through leadership and policies, have contributed to the success of Branson.”

While looking forward to retirement, Adams said he will miss his colleagues and the great working environment that the city provides.

“I have a great deal of respect for my co-workers. They have impressed me with their knowledge, work ethic and sincere dedication to serving citizens,” he said. “Anytime I needed them for media interviews or to gather information for public inquiries, they quickly responded. Branson’s in good hands with these people.”

Adams said he has no immediate plans after December 30, his last day, except to enjoy retirement for a few months.