

City of Fresno hires new communication director

Published on 04/07/2014 - 1:50 pm

Written by Business Journal staff

<http://www.thebusinessjournal.com/news/government-and-politics/11483-city-of-fresno-hires-new-communication-director>



Mike Standriff has been named

the City of Fresno's top spokesperson. Photo via Calbuzz.com

The City of Fresno has hired a new communication director, replacing Michael Lukens who left in December for a Fresno State teaching position.

Mark Standriff, a broadcast veteran of over 25 years, has been named director of Communications and Public Affairs for the City of Fresno. An Ohio native, Standriff has worked as a longtime radio host and was public information officer for the City of Toledo, helping to earn an All-America City designation in 1998.

A sought-after consultant, Standriff most recently worked as communication director for the California Republican Party.

His first day is April 21. The Sacramento resident is married with two teenage children.

Standriff will work directly with the mayor's office and city manager to communicate city policy and facilitate internal communication and media relations.

"Mark brings a high level of professionalism and energy to our team," Mayor Swearengin said in a statement. "His success as a communicator and knowledge of the region will be an important asset as Fresno builds its reputation as a strong and vibrant community."

Standriff has been a member of the professional stage actor's union, Actors' Equity, and the Aircraft Owners and Pilots Association, as well as a board member of the Northern California Chapter of the National Speakers Association, the League of Sacramento Theatres, the Performing Arts Council of Toledo and the Old Newsboys Goodfellows Association. He studied at the U.S. Air Force Academy and the University of Toledo in Ohio.

After college, he moved to Chicago, working as a comedian and studying at the world-famous Second City Theatre. He started an improvisational comedy group that won the first ImprovOlympics in 1983, according to an online biography.

"I'm thrilled to be joining the City of Fresno during such an exciting time of growth and opportunity," Standriff said in a statement. "I'm ready to dive in and start sharing our success stories with the public and the press."