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FOR IMMEDIATE RELEASE

GREENE COUNTY COMMISSION HIRES TRYSTA HERZOG AS DIRECTOR OF COMMUNICATIONS AND PUBLIC ENGAGEMENT

Springfield, MO – The Greene County Commission has hired Trysta Herzog to serve as its new Director of Communications and Public Engagement. Herzog, a Missouri State University graduate who also received a master’s degree in communication from MSU, will join the County team on November 21.

“Trysta’s professional skills are extremely well-suited to providing citizens with meaningful information about their County government and more opportunities for engagement through social media and other channels of communication,” said Presiding Commissioner Bob Cirtin. “Her experience in building internal and external relationships to strengthen strategic communications will be a tremendous asset to the County and those we serve.”

Herzog most recently served as a Strategic Communication Specialist at Missouri State where she helped lead a communication team for the College of Arts and Letters to increase brand awareness through various online and print publications as well as social media. Herzog also has a background in journalism including stints in reporting, photography, editing and publishing.

“I am grateful for this opportunity to serve my community and work with County leaders to maintain their culture of transparency,” said Herzog. “Like this organization, I believe citizens are the backbone of government, and we are at our finest when we partner with our hard-working taxpayers to make Greene County work. I look forward to being an instrumental part of that collaboration.”

“We believe this position has facilitated public outreach and dialogue. The Commission has great confidence in Trysta’s ability to take our communications to the next level in terms of educating and engaging citizens in their County government,” said Cirtin. Herzog succeeds previous Director Jennifer McClure who started in the newly created position in April of this year but recently stepped down to care for a seriously ill parent.

Herzog has been active in various community service organizations such as Junior League of Springfield and has collaborated on creative projects such as a fund raising art exhibit to help homeless veterans through The Kitchen, Inc. Herzog and her husband live in Springfield and stay very busy enjoying the community in the company of their four-year-old daughter.

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