

**FOR IMMEDIATE RELEASE:**

April 07, 2010

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anewton@fionahuttonassoc.com**New Senior Account Executive Expands and Strengthens
Fiona Hutton & Associates' Services to Clients***Public Affairs Firm Hires "Tech Savvy" Media Relations Specialist to Enhance Outreach*

LOS ANGELES – Continuing its commitment to winning communications, [Fiona Hutton & Associates](#) added a tech-savvy media relations specialist to the firm to expand and strengthen its expertise and outreach to traditional and social media, the firm's president, [Fiona Hutton](#), announced today.

[Sean Rossall](#) – an expert in media relations, social media and Internet communications – has joined the firm as a senior account executive. He's already guiding the media relations programs for several clients, and he's created innovative Internet and social media campaigns for the "[Yes for State Parks](#)" campaign.

"We pride ourselves on offering our clients the strongest media relations programs and tools available," said Ms. Hutton. "Mr. Rossall's extensive knowledge of the media and media relations further enhances the pro-active, client-specific communications campaigns and outreach for which we are known. His experience and skill at integrating social media with traditional media strategies also provides our clients with the tools they need to compete in today's marketplace."

Prior to joining Fiona Hutton & Associates, Mr. Rossall developed media campaigns, social media and Internet communications for a wide variety of clients spanning the political, public affairs and corporate spectrums. He served as a senior account executive at B|W|R Public Relations, where he handled media relations for a variety of clients, including former Vice President Al Gore's "Current TV." Mr. Rossall also played a key role in establishing a social media division that focused on integrating social media with corporate communications plans.

He gained experience in political campaigns as the founder of his own political campaign consultancy, as a deputy field manager for President Barack Obama's presidential campaign and as a member of the team at Cerrell Associates leading campaigns for local and countywide ballot measures.

Mr. Rossall also served in former California Gov. Gray Davis' communication and administration offices and was a member of the California Department of Education's Advisory Commission on Special Education.

A lifelong Southern Californian, Mr. Rossall graduated from Occidental College in Los Angeles, with a B.A. in History and Politics. He went on to receive his M.A. in Strategic Public Relations from the University of Southern California, Annenberg School for Communications, with an emphasis in new media, crisis communications and media strategy.

Fiona Hutton & Associates is a Los Angeles-based public affairs and public relations firm with a record of success in representing high-profile clients and effectively managing complex and challenging issues. For more information, please call 818.760.2121 or visit the website at www.fionahuttonassoc.com

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