

## ABOUT BETSY CLAYTON, APR, CPRC



Betsy Clayton is the Communications Director for Lee County Government, reporting to the County Manager for an organization of 20-plus departments and 2,600 employees.

Betsy's job involves both internal and external public relations, including handling journalists' inquiries, public records requests and stakeholder communications. She is also the Public Information Officer for hurricanes and Emergency Operations Center activations.

Betsy has earned both Accredited in Public Relations (APR) and Certified Public Relations Counselor (CPRC). Betsy was awarded PR Professional of the Year in 2018 by Florida Public Relations Association (FPRA) Southwest Florida chapter.

Prior jobs include Lee County Parks & Recreation Waterways Coordinator, which involved assisting travel writers and environmental journalists who reported on Lee County's 190-mile canoe/kayak trail. Previously, Betsy was with The News-Press in Fort Myers and at newspapers in California, Washington, D.C., and Oregon.