



Office of the Mayor

City Hall

New Brunswick, New Jersey

Media Release

For Immediate Release

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Mayor Announces New Hire, Changes in City Administration

New Brunswick, N.J. July 24, 2019 – Mayor Jim Cahill has announced that as of Monday, July 29, Bert Baron will join the Mayor's Office team to assist with Public Information matters for the City of New Brunswick.

Baron, a longtime host on local radio station 1450 WCTC, will assume the position of Public Information Officer, a role filled for the past five years by PIO and Spokesperson for the City, Jennifer Bradshaw.

Bradshaw will serve as PIO until the end of the summer, followed by a maternity leave of absence. Upon her return, she will assume a new role in the field of Personnel management with the City's Administration department, reporting to City Administrator Daniel A. Torrisi.

As PIO, Bradshaw has served as point person for all public information matters in the City of New Brunswick since March 2014. She was involved with a myriad of municipal matters in all areas of government and served on leadership teams for the New Brunswick Community Farmers Market, New Brunswick Ciclovía, The Raritan River Festival and Project Move-Out.

A graduate of Rutgers University and a resident of the City, she previously worked as a reporter for Gannett and AOL publications and launched the New Brunswick Patch community news website.

"Jennifer has been an outstanding member of the City's administration team. A City like New Brunswick has so much going on and so many moving parts and we have been extremely fortunate to have Jennifer on point in the middle of it all," said Mayor Cahill. "Given her hands-on experience with our City government and its staff, Jennifer will be a great addition to our Personnel Division."

Baron's career in media spans two decades, including his 2016 induction into the New Jersey Broadcasters' Association's Radio Hall Of Fame. A lifelong New Jersey resident with an immediately recognizable voice, he has worked for many years with civic leaders, business figures, and cultural contributors of the City of New Brunswick, and is known by many for his emcee roles at many public events.

"Bert is a well-known and admired member of our community," said Mayor Cahill. "His vast experience in communications, messaging, social media, community engagement, advocacy and community work and education initiatives will serve as key assets in his daily responsibilities as PIO. We are excited to welcome him to the team."

The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as "The Healthcare City."

All of New Brunswick's developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.