



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

02-C -1238

June 28, 2002

President Cathy Woolard and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell Street SW  
Atlanta, Georgia 30335

**RE: Appointment to License Review Board**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Joy Barnes** to serve as a member of the **License Review Board** of the City of Atlanta. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Barnes will serve the License Review Board with distinction. A resume is attached for your perusal.

Sincerely,

  
Shirley Franklin

**CONFIRMED BY**

JUL 15 2002

**COUNCIL**

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**JOY C. BARNES**  
994 Lena Street, NW  
Atlanta, GA 30314  
(404) 755-8963 Home  
(404) 892-2931 Office

## **INTEGRATED COMMUNICATIONS PRACTITIONER**

### **Career Profile**

Seasoned, marketing communications professional with more than 10 years experience in B2B and B2C. Background also includes 10 years in the magazine industry as advertising sales representative. Demonstrated ability to create brand strategy, new business opportunities and generate additional program needs with existing clients. Strong project management and budgeting skills. Established relationships with local, national, international media, PR service providers, political and citizen participation programs. Experience includes new product launches, corporate relationship management, community and government affairs, crisis management, market research, on-line and off-line media relations, global communications protocols, e-commerce, customer communications and diversity programs. High standards of professional ethics and integrity with a deep respect for diverse points of view.

### **Accomplishments**

- Managed development of U.S. Army's new "Army of One" campaign and executed launch against AACM
- Conceived and directed National Black Leadership Summits for HIV/AIDS Prevention for Centers for Disease Control and Prevention (CDC)
- Directed Assets Inventory assessment for Atlanta's DeKalb Convention and Visitors Bureau (DCVB).
- Directed benchmark study and report for the National Council of Black Churches through the auspices of the Centers for Disease Control and Prevention
- Founded and managed advertising consultant proprietorship for advertising sales, public relations, graphic design and production services.
- Managed public career of David Justice, Major League Baseball player, as member of public relations and account service teams
- Partnered in launch of monthly national healthcare magazine, **HealthQuest: The Publication of Black Wellness**
- Established ESSENCE Magazine 6-state southeast region for advertising sales.

### **Experience:**

#### **IMAGES USA**

Advertising, Public Relations and Marketing Agency, Atlanta, GA  
*Senior Vice President, Corporate Relations*  
Advanced from initial position of Senior Account Executive  
1993-Present

Over 9 years have helped build minority-owned marketing communications firm to Black Enterprise Top 10 advertising agency ranking. Responsibilities include image building and managing corporate relationships with industry organizations including American Advertising Federation, Advertising Club of Atlanta and Madison Avenue Initiative.

- Develop corporate client growth of IMAGES USA, Atlanta-based multicultural marketing communications firm
- Serve on new business development team to develop leads, write proposals and conduct client presentations with agency president and the senior team.
- Collaborated with senior-level Army recruiting officers and agency representatives from Leo Burnett, Cartel Creativo (Hispanic-owned agency), and Admerasia (Asian-owned agency) to develop and implement account plans.
- Managed AACM marketing communications program for campaign launch of U.S. Army's new "Army of One" campaign
- Conceived and managed statewide *Elementary School Visual Arts Juried Exhibition (ESVAJE)* sponsorship program for BellSouth Mobility client in conjunction with National Black Arts Festival
- Directed benchmark study and report on *Hispanic/Latino and Health and Well-Being* for the Centers for Disease Control and Prevention
- Directed Assets Inventory assessment for Atlanta's DeKalb Convention and Visitors Bureau client.
- New business team and PR program development. Supervised account teams to integrate public relations, diversity and media relations programs with other marketing and governmental strategies to achieve business objectives.
- Increased client billings with client base that has included U.S. Army, McDonald's, Pepsi-Cola, BellSouth Mobility, NationsBank (now Bank of America) and the DeKalb Convention and Visitors Bureau (DCVB)
- Managed cross-functional teams from advertising, PR, market research, and field marketing.

#### **JCB Management Associates**

Advertising Collateral Services Agency, Atlanta, GA

*President, Director of Client Services*

1988-1993

- Clients included: National Black Arts Festival, Georgia World Congress Center, City of Atlanta Bureau of Cultural Affairs, SuccessGuide and the Atlanta University Center member schools.

#### **Atlanta Entertainment Media**

Playbill Ad Sales and Production Service, Atlanta, Georgia

*Public Relations Manager*

1992-1995

- Broadened the local advertising base and visibility in the arts community nationally for playbill service, whose theater clients included The Atlanta Ballet, Arts Station and Jomandi Productions.

#### **HealthQuest: The Publication of Black Wellness**

National health publication, Chalfont, Pennsylvania

*Advertising Director*

1992-1993

- Assisted in launch of this quarterly publication. Researched, developed and implemented the start-up advertising sales unit.
- Developed national prospect list implemented space sales, developed media kit. Trained and supervised five (5) sales representatives

#### **Moore Little, Inc.**

Public Relations agency, Atlanta, Georgia

*Development Consultant*

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1992-1993

- Specializing in the African-American target market, developed new business, identified growth opportunities and provided production services.
- Accounts serviced included Kraft General Foods, Shoney's, Glory Foods, David Justice and Julie Dash, screenwriter.

**The Atlanta Tribune**

Monthly newsmagazine targeting the African-American business community, Atlanta, Georgia  
*Advertising Director*

1991-1992

- Developed and supervised advertising sales team for national, regional and local marketers.
- Increased sales revenue by 28% over the year.
- New accounts broken included First Union Bank of Georgia, Savannah Tourism and The Atlanta Braves

**Plaza Printing**

Commercial Printing, Atlanta, Georgia  
*Account Manager*

1986-1990

- Developed, serviced and managed commercial printing accounts.
- Growth from new business resulted in expansion of the firm's capabilities into a full-service enterprise providing graphics darkroom and four-color printing.
- Increased sales revenue for company by 200%.

**Fallis Communications**

African-American-owned public relations company, Atlanta, Georgia  
*Account Supervisor*

1985-1986

- Developed and implemented total public relations program for Arts Festival of Atlanta, 1985.

**Essence Magazine**

National consumer publication targeting Black women, New York, NY and Atlanta, GA  
*Southern Advertising Manager*

1978-1984

- Developed and managed national advertising sales accounts, first in eastern territory then opened the Southern office in Atlanta in 1982, establishing a six-state territory.
- Delivered business increases of 78% in New York and 125% in the South.

**EDUCATION**

Bachelor of Arts, Parsons College, Fairfield, Iowa

**AFFILIATIONS**

Board of Directors, Atlanta PRIDE Committee

Board of Directors, People TV/Channel 12

Member, Communications/Public Awareness Subcommittee, Georgia Partnership for Excellence in Education (GPEE)

Member, Friends Support Council, Jomandi Productions

**ACTIVITIES**

Consultant, Morehouse College Economic and Business Administration, Sales & Marketing Institute

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Instructor, The National Alliance of Business Youth Motivation Task Force, Paine College,  
Augusta, GA

**AWARDS**

Phoenix Award for Community Service, City of Atlanta, 2001

**REFERENCES**      Available on request.

RCS# 3878  
7/15/02  
3:32 PM

Atlanta City Council

Regular Session

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02-C-1236; 02-C-1237; 02-C-1238;  
02-C-1242; 1161; 1163; 1165  
CONFIRM

YEAS: 14  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 0  
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Mitchell
NV Starnes	Y Fauver	Y Martin	Y Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Boazman	NV Woolard

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02-C-1238

(Do Not Write Above This Line)

A COMMUNICATION

BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION BY THE MAYOR APPOINTING JOY BARNES TO SERVE AS A MEMBER OF THE ATLANTA LICENSE REVIEW BOARD FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

JUL 15 2002

COUNCIL

Date Referred 7/1/02  
Referred To: P.S. & Legal Adv. & (B) (D)  
Date Referred  
Referred To:  
Date Referred  
Referred To:

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

First Reading

Committee  
Date  
Chair  
Referred To

PSLA Committee

7/9/02

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

2/7/11/02

Chair  
Members

Refer To

Committee

Date 7/15/02

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

FINAL COUNCIL ACTION  
 2nd  1st & 2nd  3rd  
Readings  
 Consent  V Vote  RC Vote

CERTIFIED

CERTIFIED  
JUL 15 2002

ATLANTA LICENSE REVIEW BOARD PRESIDENT

Chairman W. Hoffland

CERTIFIED  
JUL 15 2002

Shirley Franklin, Mayor  
ADMINISTRATIVE CLERK

MAYOR'S ACTION