



LOS ANGELES COUNTY DISTRICT ATTORNEY'S OFFICE MEDIA RELATIONS DIVISION

JACKIE LACEY • District Attorney
SHARON J. MATSUMOTO • Chief Deputy District Attorney

JEAN GUCCIONE • Director
JANE ROBISON • Asst. P.I.O.

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D.A. Lacey Names Chief of Media Relations Division

LOS ANGELES – District Attorney Jackie Lacey today announced that Shiara Dávila-Morales will rejoin the office as Chief of the Media Relations Division.

“We are extremely pleased to bring Ms. Dávila-Morales back to the District Attorney’s office to lead our outreach efforts in the Spanish-language media,” Lacey said. “She also will help establish the office’s social media presence.”

Ms. Dávila-Morales will report to Jean Guccione, Director of Communications, and work closely with Public Information Officer Jane Robison, a 12-year veteran of the District Attorney’s Media Relations Division.

For the past 10 months, Ms. Dávila-Morales was a strategic adviser for Southern California Edison, where she managed social media, in-language media relations and executive communications for SCE’s philanthropy and community investment group.

She was an assistant public information officer for the District Attorney’s office for nearly five years. She also was a public relations specialist for the Los Angeles Police Department and a reporter with the San Gabriel Valley Newspaper Group.

Ms. Dávila-Morales holds a master’s degree in public administration from California State University, Los Angeles, and a print journalism degree from the Annenberg School for Communications and Journalism at the University of Southern California. She currently is a candidate for accreditation by the Public Relations Society of America.

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