

Anthony George Manolatos

Strategist

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An experienced strategist, Tony and his team provide public affairs consultation specializing in strategic communications, media relations, community engagement, government relations, coalition building, public policy analysis and crisis communications.

Tony started By George Strategies, LLC in 2011. His 15 years of experience include a unique blend of journalism and public policy/political experience. He and his team excel at developing and implementing effective strategies that promote businesses, non-profits, trade associations, coalitions and educate and improve the lives of San Diegans.

Tony recently served as Communications Director for the Faulconer for Mayor campaign during the primary election and for the Stop the Jobs Tax campaign. The Faulconer campaign [won the Twitter race](#) during the primary and polls showed for every voter who learned about Kevin Faulconer from paid voter contact, two learned about him through earned media. Following the election, Tony was appointed to Mayor Faulconer's ["Transition Advisory Committee."](#)

Click [here](#) to see some of Tony's other client achievements. His recent clients include:

- [Port of San Diego](#)
- [Keep It Green Escondido](#)
- [Cate for Council](#)
- [California Restaurant Association](#)
- [Safe Homes Coalition](#)
- [Stop The Jobs Tax campaign](#)
- [Faulconer for Mayor campaign](#)
- [Sustainability Matters](#)
- [Viridian Corp.](#)
- [San Diego City College Foundation](#) (pro bono)
- [Balboa Park Conservancy](#) (pro bono)
- [Equinox Center](#)
- [San Diego Association of REALTORS®](#)
- [San Diego County Apartment Association](#)
- [San Diego County Taxpayers Association](#)

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Tony's half- and full-day executive media training sessions, which culminate with recorded mock TV news interviews, have benefited numerous local leaders and communicators.

As a former City Hall spokesman for Councilmember Kevin Faulconer, and an award-winning journalist at *The Detroit News* and *The San Diego Union-Tribune*, Tony has built-in credibility with reporters and editors, and experience on both sides.



Tony is a versatile writer able to quickly distill complex issues into engaging press releases, op-eds, speeches and blog posts. He works with videographers to produce

[promotional videos](#) and uses the latest social media tools to help clients build brand awareness. As Faulconer's Communications



Director and Deputy Chief (2009-2011), Tony successfully branded the councilman – as a responsible reformer and advocate for beaches, bays and neighborhoods – raised his profile and positively positioned him on dozens of city-wide issues. Tony built and implemented the councilman's communications plan and directed numerous communication and policy strategies, often on tight deadlines, using traditional and social media as well as community outreach.

Tony worked as an investigative reporter from 2005 to 2009 at the *Union-Tribune*. He was the primary reporter covering the aftermath of the 2007 wildfires and was invited to discuss his work at the 2008 National Writers Workshop.



Tony is a recognized leader with a long history of media and political involvement. He is occasionally called on to discuss communication strategies and related local story angles. Click [here](#) to see him on NBC 7 San Diego, and [here](#) to see him discussing the 2014 Mayor's race on KUSI. Through his work, Tony has built a reputation for excellence among elected officials, government employees, reporters and editors, business and community leaders and consultants throughout the region.

Tony is a graduate of Bowling Green State University. He lives in Del Cerro with his wife Elizabeth, a marketing and communications professional, their three young children, Natalie, Alexander and Nicholas, and their dog, Lizzy. You can follow Tony on [Twitter](#), [LinkedIn](#) and [Facebook](#). Click [here](#) to see a photo gallery of his work.

Photos: EDC media training, 2013; Faulconer kickoff, 2013; Jobs Tax News Conference, 2014