



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

September 1, 2021

City Council President Joseph P. Lopes and
Honorable Members of the City Council
City of New Bedford
133 William Street
New Bedford, MA 02740

Dear Council President Lopes and Honorable Members of the City Council:

I am submitting for your approval the **APPOINTMENT** of **SANDRA QUADROS BOWLES** of 669 Ashley Boulevard, New Bedford to the **CEMETERY BOARD**. Ms. Bowles will be replacing Egidio Mello, whose term expired in April 2021. This term will expire in April 2024.

Sincerely,

Jonathan F. Mitchell
Mayor

JFM/sds

cc: Sandra Quadros Bowles



CITY OF NEW BEDFORD BOARD & COMMISSION APPLICATION

The Mayor is seeking citizens who wish to serve on City Boards and Commissions established to assist and advise the City on specific matters. Please complete this application in full (attach a resume and other information which may assist the Mayor and the City Council in making its selection) and file it with the Mayor's Office. The Mayor reserves the right to reject any application. Some appointments are subject to confirmation by the City Council.

Board/Commission applying for: (see reverse side) Cemetery Board

Name: Sandra Goodies Byles Email: [illegible]

Home Telephone: [illegible] Work Telephone: [illegible]

Residence Address: 669 Ashley Blvd. Zip: 02745

Present Occupation & Place of Employment: self-employed freelance writer

Educational Background: New Bedford High School, Boston University

Memberships in Community Organizations or Professional Groups:

Board member Rotary Club of New Bedford
Vice president, Coalition for Animals of New Bedford

City Boards and/or Commissions on which you have previously served:

None

The reasons why you wish to be considered for appointment by the Mayor:

I have always considered cemeteries as the ultimate sign of respect for our individual loved ones and our history.

Please detail specific areas of expertise:

Writing, organizing, communicating, meeting deadlines.

Please detail specific areas of interest:

Local history, reaching out to learn people's stories

Available for meetings in the daytime ☐ evenings ☐ both ☒ (check one)

Resident of the City since what year: 1966 to 1984, 2013 to present

Appointees and incumbents may be required to file a Statement of Economic Interest, as required by the City Council Rules or the Mayor. The statement may require a declaration that you have no interest in conflict with the City of New Bedford. Please return your completed application to the Mayor's Office, 133 William St., Room 311, New Bedford, MA 02740.

Applications will be kept on file for two years.

**I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING
INFORMATION IS TRUE AND CORRECT.**

Signature of Applicant: Sandra Goodies Byles Date: 4/20/21

SANDRA QUADROS BOWLES

PROFESSIONAL SUMMARY

Community and media relations specialist, and award-winning journalist. Experienced editor and reporter for daily and weekly newspapers.

HIGHLIGHTS

- Creative storyteller
- Familiar with deadline pressure
- Well-versed in social media
- Versatile writer for a variety of audiences

EXPERIENCE

Freelance writer, 2019-present

Clients include Gannett, Hopkinton Independent, Hanscom Federal Credit Union.

Marketing Manager

City of New Bedford tourism office, 2019

Promoted city tourism. Facebook likes grew by more than 400 in three months.

Community Relations Specialist

New Bedford Police Department, 2016-2019

Transitioned from long-time journalism career to serve as police department's first community relations specialist. Attracted media and community attention to the good work of the department. Increased Facebook page likes by 5,000, or 25%; raised reach for individual posts from a high of 17,000 audience members reached to 109,000 people reached on Facebook. Created department's first Instagram account and attracted 1,170 followers in six months. Write press releases, answer media inquiries. Drew media from New Bedford, Providence and Boston to attend community events such as filling trucks for hurricane survivors. Organize efforts

including holiday finger painting on police department. Collaborate with cable access to create videos spotlighting messages such as pedestrian safety.

Staff Reporter

The Standard Times (New Bedford), 2015-2016

Write stories on a wide range of topics, ranging from serious crime news to features. Tapped to revise an 8 a.m. shift with focus on breaking news and follow-up on overnight, Web-based stories. Placed second and third in New England Newspaper & Press Association for health reporting. Stories regularly appear at or near the top of Parsley, an analytics feature that registers the numbers of viewers per story.

Editor

The Landmark (Holden, MA), 2012-2014

Editor of The Landmark, a weekly newspaper in Holden covering the five towns of the Wachusett school district. Supervised the company's two other community weeklies, The Millbury-Sutton Chronicle and The Leominster Champion. Developed a more interactive Web site. Increased Facebook likes from several hundred to 2,331. Reactivated Twitter account. Featured on monthly radio show on WTAG-AM in Worcester to spotlight stories.

Editor

Grafton Patch (Grafton, MA), 2010-2012

Founding editor of Grafton Patch, an online only news site. Covered hard news, features, SEO experience. Twitter and Facebook were crucial to the site's success.

Freelance Editor and Writer

Self-employed, 2009-2010

Clients included Telegram & Gazette, Massachusetts Wildlife magazine, Worcester Living, Package Steel.

Reporter, Editor

The Worcester Telegram & Gazette, 1993-2010

Editor, Montachusett T&G, a twice-weekly publication covering Leominster and surrounding towns. Won Sword of Hope award from American Cancer Society for coverage of cancer-related issues. Founding editor of Onthecommon.com and Valley T&G, the Telegram's first effort at reader-generated content.

Assistant Editor

Beacon Communications (Acton, MA), 1986-1993

Assistant editor of various publications in the weekly chain. Editor, The Maynard Beacon, nominated by New England Press Association for general excellence. Broke story of arrest of President Bush's son-in-law; story made CBS Evening News.

Reporter

The Daily Item (Clinton, MA), 1984-1986

Daily reporter covering news and features for daily newspaper.

Assistant Editor

The Advocate (Fairhaven, MA), 1982-1984

Assistant editor of weekly newspaper covering Fairhaven and Acushnet.

EDUCATION

Boston University

B.S., journalism; political science minor. Graduated cum laude.

New Bedford High School

Graduated with highest honors

ACTIVITIES

Secretary, The Coalition for Animals of Greater New Bedford

Hostess committee member, Miss New Bedford organization