



FOR IMMEDIATE RELEASE
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Sturgis, SD – Holland Hired as Director of Communications & Outreach

The City of Sturgis has named veteran journalist Deb Holland its new Director of Communications.

“Deb brings a wealth of institutional knowledge and integrity to this position,” said Sturgis Mayor Mark Carstensen. “We believe she will further our commitment to providing ongoing valuable information to our residents and local media.”

Holland, who first came to Sturgis in 1982 as an intern for the Meade County Times-Tribune and Black Hills Press, returned in 1983 after graduating from South Dakota State University to work full-time for those newspapers.

She later worked for the Rapid City Journal before taking a job as Communications Coordinator for Chadron State College in 1994.

She returned to the Black Hills in 2000 working again for the Journal and eventually becoming editor of the Meade County Times-Tribune. When that publication ceased operations in 2017, she was hired as the Sturgis Bureau reporter for the Black Hills Pioneer where she has remained.

Holland said she is thrilled to be the new Director of Communications. As Director of Communications, Holland will report directly to the Mayor and Council and will coordinate the City’s comprehensive communications strategies, working to broaden and optimize communications with the general public, visitors, and media.

“I’m honored to be serving the residents of Sturgis. I have lived and worked in this community for 40 years. It holds a special place in my heart,” she said.

Holland begins her new position in mid-October.

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“To provide an attractive, growing community being served by a professional staff that offers reliable, quality municipal services.”