

National Gallery of Art

NEWS RELEASE

FOR IMMEDIATE RELEASE
February 9, 1996

CONTACT: Press Office
(202) 842-6353

DEBORAH ZISKA APPOINTED HEAD OF PRESS OFFICE AT NATIONAL GALLERY OF ART

WASHINGTON, D.C. -- The National Gallery recently announced that Deborah Ziska has been named information officer. She joined the Gallery as a publicist in 1988 and has been its deputy information officer for the last three years. She will manage the Gallery's press relations, public information, and promotional activities.

"We are very pleased to have someone with Deborah's knowledge of the Gallery and the media directing the important work of the press office," said Earl A. Powell III, director, National Gallery of Art. "She has extensive experience in the communications arena which will serve the Gallery well in years to come."

Ziska, a Washington native, studied at the Maryland Institute, College of Art in Baltimore and graduated with a Bachelor of Science degree from the University of Maryland in College Park, where she majored in advertising design. She began her career in public relations in 1975 with the information office of the Prince George's County School System and later went to the American Red Cross,

-more-

gallery information officer . . . page 2

working at the chapter and division levels and serving on national disaster assignments around the country. She has also worked in public relations positions for WDVM-TV (now WUSA-TV), the National Commission on Working Women, Porter Novelli and Associates, and the Overseas Education Fund International, and headed the Washington Office of the Los Angeles-based End Hunger Network. In addition, she has done consulting work for several non-profit international development, disaster relief, and development education organizations.

At the Gallery, Ziska has been the publicist for some sixty exhibitions, including Circa 1492: Art in the Age of Exploration (1991), Great French Paintings from the Barnes Foundation (1993), and two recent shows: Winslow Homer and Johannes Vermeer, which have received critical acclaim and attracted large numbers of visitors. Her work has been recognized with gold and silver Awards for Marketing Institutional Excellence from the American Association of Museums in the areas of crisis communications and attendance generation. In 1994 she produced, directed, and wrote a video to introduce new staff to the Gallery.

Ziska served as acting information officer for a brief period in 1990 and again in late 1995 upon the departure of Ruth Kaplan, who after eight years left the Gallery to become vice president, communications and marketing, at the Lincoln Center for the Performing Arts in New York.

###