



NEWS RELEASE
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History Center Announces New Director of Marketing and Communications

(TAMPA, Sept. 23, 2021) – The Tampa Bay History Center has selected Billy Somerville as its new director of marketing and communications. In this role, Somerville will draw upon a decade of experience at Tampa Bay nonprofits to lead the Center’s external communication and content strategy across media channels.

A graduate of the University of Tampa’s Sykes College of Business Nonprofit Management program in partnership with the Nonprofit Leadership Center, Somerville most recently served as Metropolitan Ministries’ director of brand communications. During his tenure with the organization, he helped navigate media and communications for the organization’s emergency response to requests for food and shelter immediately following the start of the COVID-19 pandemic. He also led a story-first approach that shed light on issues surrounding poverty, food insecurity and access to educational resources.

Promoting educational media at WEDU PBS is where Somerville developed an appreciation for Tampa’s vibrant past. Somerville served as creative services manager at WEDU PBS. This familiarity with community-focused programming and the launch of PBS LearningMedia, which brings the best educational media to local classrooms, complements the History Center’s mission to discover, preserve and learn from our region’s past. Somerville also served on the national PBS Station Brand Advisory Committee ahead of the 2019 rebrand.

“We welcome Billy’s new perspective to storytelling and his experience with digital media,” said History Center president and CEO, C.J. Roberts. “This addition couldn’t come at a better time as the Center embarks on new ambitious exhibits and preservation projects, all the while welcoming new neighbors to the Tampa Bay area.”

“I look forward to sharing significant stories of our region and learning from the History Center’s expert team of curators and historians,” said Somerville. “I believe our shared experiences offer valuable insight into who we are and what we can become.”

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Located on Tampa’s Riverwalk, the **Tampa Bay History Center** includes three floors of permanent and temporary exhibition space focusing on 12,000 years of Florida’s history and culture. A Smithsonian Affiliate museum and accredited by the American Alliance of Museums, the History Center includes the Touchton Map Library and Florida Center for Cartographic Education, and the Witt Research Center, and is home to the Columbia Cafe. One of Tampa’s premier cultural venues, the History Center’s hands-on, interactive exhibits and theaters provide an entertaining and educational experience for visitors of all ages. For more information, visit www.tampabayhistorycenter.org.