

# Event Replay: Communicating in a Trump World

## Event Overview

Watch a replay of the PR Council's "Communicating in a Trump World: What the New Administration Means for Our Industry" panel, in which we examined key insights from the election and had a lively discussion on changes our industry may face from the new administration.

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## Speakers

**Donald A. Baer**, Worldwide Chair and CEO, Burson-Marsteller

Don Baer is Worldwide Chair and Chief Executive Officer of the strategic communications firm Burson-Marsteller, a WPP company. Don's career has spanned leading roles as a media, communications and creative executive for a wide range of business, government and non-profit organizations. Previously, Don served as Senior Executive Vice President for Strategy and Development at Discovery Communications and as Assistant to President Bill Clinton and White House Director of Strategic

Planning and Communications, as well as Chief Speechwriter. Don is Chair of the Board of Directors of PBS, the U.S. Public Broadcasting Service, and is a member of the Board of Directors of Meredith Corporation. He is a lawyer and was Assistant Managing Editor at U.S. News & World Report.

**Kelly R. Cushman**, Executive Vice President, JDA Frontline

Kelly is a top communications and government relations strategist to clients across the corporate and public policy worlds. She previously led the Government Affairs Outreach Program for Altria Group and was an official in the George W. Bush White House, she served in senior roles in the White House Office of Cabinet Affairs, the Federal Housing Finance Board and the U.S. Department of Housing and Urban Development.

**Jefrey Pollock**, Founding Partner and President, GSG

One of the nation's top political strategists, Jeffrey has twice been named "Pollster of the Year" (2015, 2011) by the bi-partisan American Association of Political Consultants, has been included in the Crain's NY Business "40 under 40", and was most recently named to City & State's Albany Power 100. Jeffrey is regularly sought by Democratic presidential candidates, governors, members of Congress, leading advocacy organizations, and Fortune 100 companies for his research acumen and strategic vision. Jeffrey appears on numerous television programs as a political pundit for CNN, MSNBC, and the FOX News Channel and is regularly quoted on politics in New York Times, Washington Post, Politico, and other outlets.

**KayAnn Schoeneman**, Senior Vice President, Ketchum

KayAnn is a veteran corporate communications professional with nearly 20 years of experience in public affairs, public policy and consumer advocacy. She currently serves as senior vice president and practice director of the public and corporate affairs team in Ketchum's Washington D.C. office. KayAnn

creates innovative, data-driven campaigns for global clients including Fortune 100 companies, governments, nonprofits and leading trade associations. Her clients include Anthem, CDC Foundation, The Clorox Company, H&R Block, The Hershey Company, Merck KGaA, Whirlpool Corporation, Kimberly-Clark Corporation, the American Seed Trade Association, the Smart Electric Power Alliance and U.S. Farmers & Ranchers Alliance. KayAnn has been active in national, state and local politics for more than two decades. In 2002, she was a key part of the National Republican Congressional Committee's historic \$50 million issue advocacy effort to expand the majority in the U.S. House of Representatives. KayAnn also served as an Adjunct Professor at Johns Hopkins University for the Master of Arts in Communication program teaching public opinion polling.

**Moderated by Jim Papa**, Executive Vice President, GSG

Jim runs Global Strategy Group's Washington, D.C. office, where he advises CEOs and other C-suite executives as they grapple with public affairs challenges and opportunities across multiple industries. A former Special Assistant to President Barack Obama, Jim played a role in high-profile policy initiatives and pieces of legislation such as the Affordable Care Act, Dodd-Frank financial regulatory reform, middle class tax cuts, and the repeal of Don't Ask/Don't Tell. Prior to serving in the White House, Jim earned a reputation as a top flight communications and political strategist on Capitol Hill where he served in a number of senior roles, including as senior advisor to Democratic Caucus Chairman Rahm Emanuel.