

ERIC K. JAFFE

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CURRICULUM VITAE

SUMMARY OF QUALIFICATIONS:

- ❖ Eighteen years experience in political management, government policy development, advocacy and strategic communications at the federal, state and local levels.
- ❖ Extensive background developing and managing policy initiatives for Members of Congress, Governors, and advocacy organizations.
- ❖ Multi-faceted political background, including positions as senior staff to elected officials, lobbyist, campaign strategist, press spokesperson, party organizer, and direct mail consultant.
- ❖ Broad experience in campaign research, analysis and research-informed strategic planning and message development.
- ❖ In-depth knowledge of electoral systems, state and local government institutions and civic non-profits.
- ❖ Experience developing creative field outreach solutions and organizational capacity-building initiatives to overcome challenges to involving new citizens and low-income people in public life.
- ❖ Owner and operator of a small campaign strategy and media consulting business with diverse clientele of political candidates, ballot measures, non-profit organizations, local governments and private companies (client list attached).
- ❖ Strong communication and interpersonal skills.

EXPERIENCE:

Jan. '05 - Present President, **Jaffe Public Strategies**, San Francisco, CA

Design and direct strategic communications efforts to help local governments, non-profits, private enterprises, elected officials and candidates achieve complex organizational objectives. Help clients develop persuasive messages and present them to the public through earned and paid media. Design and produce compelling communications collateral, including direct mail, TV/radio advertisements, marketing materials, news releases and press packets. Oversee relationships with vendors, including pollsters, researchers, graphic designers, printers, mail houses, and voter list consultants.

Nov. '01 - Dec. '04 Political Associate, **Staton & Hughes**, San Francisco, CA

Developed and managed campaign strategies for federal, state and local candidates and ballot measures. Wrote and produced direct mail and TV commercials. Managed message development, survey research and press strategy, often serving as campaign spokesman. Conducted media trainings and oversee debate preparation for candidates. Oversaw budgets, managed relationships with vendors and ensured legal compliance. Provided guidance on day-to-day campaign operations and on-the-spot advice to candidates and campaign staff.

Aug. '01 - Nov. '01 Press Secretary, **Healthcare for Washington's Working Families (Initiative 773)**, Seattle, WA

Served as statewide media spokesman for a successful ballot initiative, which raised Washington State's tax on tobacco products to enroll 50,000 low-income families in the state health system. Developed a speakers' bureau and editorial board strategy that resulted in endorsements from the four largest newspapers in the state.

Dec. '99 - Aug. '01 Account Executive, **Solem & Associates**, San Francisco, CA

Managed political campaigns, government relations programs and communications activities for a major Bay Area public affairs and public relations firm. Served as the principal point of contact for clients for matters related to their account. Prepared new business proposals and pitched ideas to prospective clients.

Jan. '98 - Nov. '99 Political Consultant, **SCN Public Relations**, San Francisco, CA

Worked with candidates for elective office, pollsters and media consultants to refine campaign messages and develop successful paid and free media strategies. Conducted research on competing candidates for national, state and local office. Assisted candidates in identifying issues of importance to voters. Provided background on policy matters and identified available opportunities to promote candidates' agenda.

Sept. '94 - Sept. '97 Senior Legislative Assistant, **Governor Mel Carnahan, State of Missouri Washington Office**, Washington, DC

Advised the Governor and Cabinet Directors on federal policy matters. Served as a liaison for State officials in dealings with Clinton Administration representatives and Members of Congress. Represented Missouri interests in policy negotiations with the National Governors' Association and Democratic Governors' Association. Wrote legislative updates for bi-weekly newsletter.

Aug. '93 - Sept. '94 Legislative Assistant, **Congresswoman Pat Danner**, Washington, DC

Monitored and kept the congresswoman informed about legislative activity in a variety of issue areas, including foreign affairs, trade, aviation, surface transportation, labor and education. Communicated regularly with constituent and advocacy groups. Facilitated the completion of major economic development projects as liaison between constituents and federal agencies. Wrote speeches, constituent mail responses and news releases.

March '93 - June '93 Foreign Policy Intern, **Office of the House Majority Leader, Richard Gephardt**, Washington, DC

Researched and prepared briefing materials for meetings with foreign dignitaries, including those related to a major congressional delegation trip Congressman Gephardt led to Russia and Ukraine.

Aug. '92 - Jan. '93 National Advance Staff, **Clinton-Gore '92**, Little Rock, AR
Vice Presidential Advance, **Presidential Inaugural Committee**,
Washington, DC

Participated in the on-site logistical planning of and facilitated appearances by Bill Clinton and Al Gore at major campaign and post-election events across the country. Duties included the negotiation of contracts with vendors, interaction with local political organizations and citizen groups and oversight of volunteer efforts.

May '92 - July '92 Assistant Podium Facilities Coordinator, **Democratic National Convention Committee**, New York, NY

Managed a staff responsible for attending to the administrative needs of party officers, including Governor Ann Richards, House Speaker Tom Foley and Chairman Ron Brown. Established a corps of volunteers to assist more than eighty delegates with disabilities.

EDUCATION:

Washington University, '92, St. Louis, MO

B.A., Political Science; B.A., History

Extensive coursework in Journalism, Communications and Russian;

Staff Reporter, Student Life; Disc Jockey, KWUR 90.3 FM.

University of East Anglia, Visiting Student of Politics, '90-'91, Norwich, England

References Available on Request

CLIENTS AND POLITICAL EXPERIENCE

Eric K. Jaffe has been helping organizations and individuals succeed in the competitive marketplace of ideas for 18 years. Here are some of the organizations and individuals that have benefited from his services:

CANDIDATES AND ELECTED OFFICIALS

President Bill Clinton
Vice-President Al Gore
Missouri Governor Mel Carnahan
House Democratic Leader Nancy Pelosi
House Democratic Leader Richard Gephardt
Congressman Jerry Costello
Congresswoman Pat Danner
* Congresswoman Anna Eshoo
Congressman Lane Evans
* Congressman Pete Stark
* Congressman Mike Thompson
Congressman Mark Udall
California Controller Kathleen Connell
* California Treasurer Phil Angelides
* California State Senator Joe Simitian
California Assemblywoman Patty Berg
* California Assemblywoman Joan Buchanan
Contra Costa Supervisor Donna Gerber
* Illinois State Senate Candidate Jim Morici
* Sonoma Supervisor Candidate Maddy Hirshfield
* San Francisco Supervisor Candidate Claudine Cheng
* San Mateo County Judge Pro Tem Lisa Maguire
* San Mateo Mayor Jan Epstein
Santa Clara Councilmember Rod Diridon, Jr.
Santa Rosa School Board Member Jim Leddy
* Mill Valley Mayor Stephanie Moulton-Peters
* Mill Valley Councilmember Shawn Marshall
* San Carlos Councilmember Brad Lewis

BALLOT MEASURES

* Save San Mateo City Services, Yes on Measures L & M
* Complete Reed District Schools, Yes on Measure A (Parcel Tax)
* Keep Mill Valley Safe, Yes on E (Municipal Services Tax)
* Support Our Schools, Yes on Los Banos Measure A1 (Bond)
* San Bruno Citizens for a Safer 4th of July, Yes on

Measure G (Nonprofits/Fireworks)
* Yes on Washington Initiative 773 (Tobacco Tax/Healthcare)
Yes on Scotts Valley Measure M (Housing)
Yes on San Jose Measure A (Airport Expansion/Jobs)

NON-PROFITS AND ORGANIZED LABOR

* Health Care Affordability Now
* No More Deaths
SEIU Local 250
SEIU Local 535
SEIU Local 790
SEIU Local 1877

LAND USE AND BUSINESS

* City of Berkeley, Mayor Tom Bates
* East Bay Coalition Against Urban Casinos
* Friends of Livermore
* JCDcaux
Calpine Corporation
Keenan Land Company
Perot Systems
PG&E
Stanford University
SprintPCS
San Francisco Hotel Council

CONSULTING COMPANIES

* Bay Relations
* Full Court Press Communications
* The Haymarket Group
* MessageWorks, LLC
* Saggau & DeRollo, LLC
* Staton & Hughes
* Solem & Associates
SCN Public Relations

** Direct clients of Jaffe Public Strategies/Eric Jaffe*