

Cameron L. Kline

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Education: Master's Degree, Journalism, 1998 ♦ University of Illinois
Bachelor of Sciences, Communications, 1996 ♦ University of Illinois

Key Skills: Executive support
Writing, speaking and presenting
Working in a team
Government and media relations
Educator
Developing and executing business/marketing plans
Providing focused, pragmatic and effective advocacy

Professional: Deputy Chief of Staff, Communications Director, Spokesperson, Communications Adviser
Philadelphia District Attorney Lawrence Krasner ♦ February 2015 – Present

- Serve as a key member of the District Attorney's senior team and the single point of contact for all media requests and internal and external communications initiatives in one of the highest profile elected offices in the Commonwealth of Pennsylvania.
- Plan, oversee and execute the District Attorney's correspondence, schedule and appearances.
- Assist in the development and implementation of the office's externally facing policies. Examples include, constituent services and community events; the District Attorney's annual anti-bullying and educational campaigns; gun violence reduction and police involved shootings; criminal justice, sentencing reform and the City of Philadelphia's MacArthur Foundation grant award; and court proceedings impacting local and national audiences.
- Support the District Attorney's government and community outreach team while acting as a strategic adviser, trainer and lecturer to the 600 men and women of the office who interact daily with the public, elected officials, law enforcement, media, stakeholders and the criminal justice system.

Adjunct Professor
Jefferson University ♦ August 2017 – Present

- Crisis Communications (Fall 2017) and Public Relations Writing (Winter 2018)

Communications Director and Senior Adviser
State Senator Larry Farnese ♦ September 2011 – February 2015

- Oversaw all internal/external communications and served as Senator Farnese's primary spokesperson, senior advisor and surrogate.
- Strategically supported the senator's constituent services, issue management and participation on the Pennsylvania Senate's Appropriations, Banking and Insurance, Law and Justice, and Judiciary Committees by leveraging the office's internal/external messaging, press releases, social media, media opportunities, correspondences, and appearances.
- Furthered the Senator's legislative agenda: school funding, environment, casinos, marriage equality, LGBT nondiscrimination, sensible gun legislation, voter ID, campaign finance reform, state budget, property tax/assessments, community supports, and economic development by meeting with, advocating for, and assisting community, government, business, educational organizations, and advocates in the First Senatorial District and Commonwealth of Pennsylvania.

Press Secretary

Rob McCord for Governor ♦ January 2014 – May 2014

- Coordinated a communications team that made Pennsylvania State Treasurer Rob McCord the most widely endorsed candidate in the 2014 Democratic Primary earning the support of seven current and former state senators, 25 current and former state representatives, more than 30 mayors, 27 Democratic county chairs, and approximately 471,000 endorsing union members.
- Directed and staffed Treasurer McCord's largest grass roots initiative: a 900-mile bus tour across Pennsylvania. Was responsible for coordinating all Communications, Field, and Political Office activities on the road while keeping the tour on schedule for five days of media interviews, social media opportunities, campaign rallies, and supporter/funder meetings.
- Served as one of the campaign's primary spokespersons and Treasurer McCord's wife's press secretary.
- Was the campaign's primary writer, media contact and event planner in addition to contributing to the communication team's debate preparation, surrogate staffing and media training, and planning activities.
- Managed the campaign's minority-focused media partner.

Director of Corporate Communications

Philadelphia Gas Works ♦ March 2009 – July 2011

- Built and managed a six-member team responsible for internal/external messaging, advertising, graphic design, branding, and communications for the largest municipally owned natural gas utility in the nation (500,000 residential, commercial, and industrial customers).
- Strategically advised the board, president, cabinet, and senior team on community and legislative issues while ensuring the availability of essential tools and supports for the implementation of departmental, company, and customer care focused reforms.
- Contributed to PGW's governmental affairs activities as one of the company's primary contacts for legislation and customer care issues for the Philadelphia Gas Commission, Philadelphia City Council, and Philadelphia House and Senate Delegations.
- Led a cross-departmental internal reform effort to improve cooperation, message standardization and organizational alignment to the company's corporate goals.
- Served as the company's primary spokesperson and oversaw the drafting, publishing, and distribution of PGW's social media, internet, intranet, external bill inserts, and internal newsletter.

Senior Communications Specialist

Exelon, Inc. ♦ June 2005 – March 2009

- Assisted in creating and delivering Exelon and PECO's internal/external messaging while directing business, community, government, crisis management, and on-the-record media responses for one of the nation's largest utilities (1.6 million electric and 480,000 natural gas residential, commercial and industrial customers).
- Supported Exelon and PECO senior management with message development, speeches, briefings and communications support for internal/external events, corporate assessments, award initiatives, hearings, and media interviews.
- Led the office's business planning, budget and emergency response initiatives.
- Strategically implemented internal/external energy assistance, community involvement and reliability plans.

Deputy Director of Communications
School District of Philadelphia ♦ September 2002 – June 2005

- Supervised the Office of Communication's four media managers and supported the office's three switchboard operators, three support, and seven cable station employees as the district embarked on the most dynamic school reform and privatization effort in the nation.
- Ensured that the CEO's and School Reform Commission's communications needs were met, directed crisis management/media responses impacting 21,000 employees, 200,000 students, and 270 school communities. On average, the office responded to 500 press calls and issued 15 press releases/advisories each month.
- Managed the day-to-day operation of the office; advised district senior staff in responding to national and Philadelphia media; and planned and executed media events ranging from the launching of the district's \$1.5 billion capital plan, to Bill Cosby's cable partnership announcement, to HRH Prince Edward's support for Simon Gratz High School, and First Lady Laura Bush's library grant.

Public Information Officer
Illinois Department of Human Services ♦ June 2000 – August 2002

- Assisted in setting the message and media strategy for Illinois' largest state agency, with more than 19,000 employees and an annual budget of nearly \$5 billion.
- Wrote speeches, press releases, advisories, and articles; pitched media opportunities to state house press corps and state wide media; planned and executed media events; and spoke on the record with state house press corps and Illinois media.
- Chaired the department's intranet committee and was responsible for the design and posting of material for more than 20 offices.
- Led Governor George H. Ryan's initiative to spend \$2 million to treat and raise awareness about the dangers of problem gambling.

Public Information Coordinator
Illinois Pollution Control Board ♦ August 1999 - June 2000

- Coordinated the board's internal and external communications. Was the first point of contact and spoke on the record with state house press corps and Illinois media.
- Represented the board on the Governor's Conservation Education Advisory Board.
- Edited the board's monthly magazine; wrote press releases, advisories and articles; pitched media opportunities to state house press corps and state wide media; and planned and executed media events.

James H. Dunn Memorial Fellow
Governor's Press Office ♦ August 1998 - July 1999

- Wrote press releases, advisories and articles; pitched media opportunities to state house press corps and state- wide media; and assisted in the planning and execution of media events for two governors' press offices including the launching of Illinois F.I.R.S.T. and the Governor's annual State of the State Address.
- Wrote constituent letters, official proclamations and correspondence for Illinois Governor Jim Edgar and Illinois Governor George H. Ryan.

Achievements, Awards, and Activities:

- Historical research with the Historical Society of Pennsylvania, Tobias Lear Journal, 2017-present
- Liberty City Democratic Club Board Member, 2014-2015
- Majority Election Inspector for Ward 39B/Division 7, 2013-2015
- Mayor Michael A. Nutter's Appointment to the Citizen's Advisory Committee for the Southeastern Pennsylvania Transportation Authority (SEPTA), 2013-2015
- Anti-Defamation League Glass Leadership Institute Fellow, 2011-2012
- Campaign Volunteer for Kenyatta Johnson for City Council, 2011
- Center for Progressive Leadership 2010 Fellow
- Need in Deed Board Member, 2006-2009
- Vice Chairman and Board Member for the Graduate Hospital Board of Governors, 2006-2007
- 2005 Philadelphia and 2007 Chicago Marathons
- Campaign volunteer for Paul Vallas for Illinois Governor, 2002
- Represented the Illinois Governor's Office during the Governor of the Jilin Province of China's State Visit, 2001
- Awarded Society for Professional Journalists' National Mark of Excellence, 1998
- Volunteer advance and media relations for the White House, 1998
- University of Illinois College of Journalism Student Teacher, 1995-1996
- Eagle Scout, 1990

References Available Upon Request