

SARAH LOVENHEIM

(b)(6)

More than 15 years in public affairs; Built and executed a national communications and outreach program to advance the California Attorney General's top policy and legal initiatives, from defending the ACA to safeguarding data privacy; Directed media strategy for House Democratic Caucus; Executed press and digital strategy for Senate Majority Leader Harry Reid.

WORK EXPERIENCE:**California Attorney General Xavier Becerra, July 2017-Present**

Special Assistant for Strategic Communications (Washington, D.C.-based)

- Serve as a senior adviser and strategist to the Attorney General, with outreach to top surrogates, national organizations and major media to spotlight significance of California state policy and legal battles. Work with agency's policy, legal, press and legislative teams to develop communications and outreach plans.
 - Saving the Affordable Care Act: Over 3 years, devised and led roll-out strategies to communicate the AG's position as *California v. Texas* progressed from District Court to the 9th Circuit to the U.S. Supreme Court
 - Briefed the AG and dozens of outside groups, from Protect Our Care to the American Medical Association, on key messaging and highlighted core sections of legal filings for amplification. Also secured top speaking slots to spotlight the AG's legal leadership.
 - AG keynoted the annual Families USA conference, received invitation to join televised forum with President Obama and House Speaker Pelosi, joined multiple Capitol Hill forums.
 - Tackling Hospital Consolidation: Over 2 years, led national communications strategy around the AG's work to hold Sutter Health – one of the nation's largest hospital systems – accountable to consumers.
 - Secured a 60 Minutes segment and multiple stories in the New York Times (sample).
 - Advancing California's Data Privacy Law – Since 2018, led media and stakeholder outreach around the launch of the groundbreaking California Consumer Privacy Act.
 - Created message guidance to explain the law's complex regulatory process and the AG's leadership role and liaised with groups to drive amplification, from Consumer Reports to IAPP.
 - Expanding Environmental Justice – Drew national attention to Becerra's launching of a Bureau of Environmental Justice and its health-focused mission.
 - A NYT piece spotlighting Becerra's work, and a townhall with the Environmental Defense Fund.
- Other efforts to amplify the AG's legal leadership led to:
 - Keynoting the State of the Union Response in Spanish; Profiles in The Washington Post, AP, NBC and more.
- To ensure top surrogates received updates on the AG's policy and legal work, e-mailed a snapshot of his top initiatives related to national debate weekly to hundreds of stakeholders, media and pundits, leading to speaking invitations.

House Democratic Caucus Chairman Xavier Becerra and House Democrats, July 2015 – January 2017

Communications Director

- Managed team of 5 people who supported press, digital, broadcast needs; including 1 employee in Los Angeles
 - At onset, Becerra received average of 2 media hits/week; by 2016, Becerra received average of 65/week
 - Placed complimentary profiles in top media outlets from The New York Times to LA Times to Atlantic
 - Secured routine Sunday show slots: USA Today named Becerra 1 of 6 most frequent guests
 - Oversaw Caucus video studio, team produced 40 videos/week, grew Becerra social accounts by 100%

Xavier Becerra for Congress, July 2015 – January 2017

Spokesperson

- Led campaign media strategy, liaised w/DNC, DCCC, Hillary Clinton's team, helping Becerra earn a top surrogate slot
 - Traveled to 8 states, writing speeches, op-eds, prepared Becerra for interviews & major forums on the fly
 - Drafted Democratic National Convention Speech; Becerra was given top speaking slot; Video of speech, text
 - Routinely secured TV show appearances from Rachel Maddow to The Newshour to The Daily Show

- Grew e-mail program by 95,000 supporters, Twitter fans by 400%, Facebook following by 500%

National Health Policy and Advocacy Group Young Invincibles (YI), May 2014 – June 2015

Communications Director

- Managed team of 5, with 1 member in Los Angeles; Supported staff in CA, OH, FL, TX & NY; Hired to grow brand
 - At onset, YI received 5 media hits/month; by end, YI gained 70-90.
 - Communicated the importance of the ACA for young people and advocated policies to expand healthcare:
 - The New Yorker: [The Cost of Insuring Pregnant Women](#).

Directed Communications for 2013 Campaigns, Led by Sen. Reid's Former Chiefs, Aug. 2013 -- April 2014

Communications Director

- Led paid & earned media plans to win 2013 state Senate, Assembly, city council races; [sample NYT piece](#)

Office of Senate Majority Leader Harry Reid, May 2011 – July 2013

Deputy Director of New Media

- Led innovative outreach for Reid (grew Twitter account by 330%) and Caucus, trained Caucus on digital tools
- Pitched stories, took questions from media as member of national press team, wrote op-eds; [sample AARP piece](#)

The Washington Post, February 2007 – April 2011

Opinions Web editor; Senior Politics Producer

- Edited local blogs and communicated editorial board positions on policy to outside reporters & groups
- Interviewed lawmakers; created opinions video channel, wrote about technology, politics, diplomacy; [sample piece](#)

National Journal's Hotline, Summer 2006-February 2007

Producer and writer

- Covered a handful of congressional races, managed Web pages, databases and co-authored Hotline On Call blog

EDUCATION:

Johns Hopkins University: School of Government: M.A. in Govt., 2010; thesis on U.S. public diplomacy

George Washington University: School of Media and Public Affairs: B.A. in journalism, 2006