



## Mark Penn joins Campaigns & Elections *Politics* magazine Editorial Advisory Board

**Washington, D.C., December 15, 2008** – Campaigns & Elections' *Politics* magazine today announced a key addition to its Editorial Advisory Board, which includes leading authorities from across the political and public affairs spectrum. New Board member Mark J. Penn will help guide *Politics* as it fulfills its mission of educating, informing, entertaining and connecting all those who touch politics.

Mark J. Penn joins the Campaigns & Elections' *Politics* magazine Editorial Advisory Board of Donald Green, Wayne Johnson, Kenneth Khachigian, Mary Matalin, Dick Morris, Jeanne Shaheen, Joe Trippi, James Thurber, David Yepsen, John Zogby, Tony Fazio, Benjamin Ginsberg, Terry McAuliffe, and Ed Gillespie.

Penn is worldwide CEO of Burson-Marsteller and President of Penn, Schoen and Berland. As CEO of Burson-Marsteller, Mr. Penn oversees a global network of 131 offices and nearly 2000 employees that brings world-class public relations to companies around the world. As President of PSB, a position he has held since 1975 when he was an undergraduate at Harvard, Mr. Penn focuses on providing research-based communications strategy to political figures, corporations and crisis situations. He is also the author of *Microtrends: The Small Forces Behind Tomorrow's Big Changes*, which was released by Warner12 in September 2007.

"I'm pleased to join *Politics* magazine's Editorial Board," said Penn. "*Politics* brings political insights to a large group of people and I look forward to being part of that process."

Mr. Penn has been called "Master of the Message" by Time Magazine; "The king of polls" by the London Times; an "incandescent intellect" by the New York Times. On his wall are notes saying "you were brilliant" from Tony Blair after his historic third win and "thanks" from Bill Clinton after his impeachment acquittal along with photos of Penn working with CEOs including Bill Gates and Bill Ford, Jr. The Washington Post, in "Politics and Policy by the Numbers" summed up his influence in the White House and the corporate boardroom as a "unique vantage point: adviser to the preeminent innovator of the past decade in the realm of politics, Bill Clinton, and the preeminent innovator in the realm of business and technology, Bill Gates." In 2008, he was chief strategist for Hillary Clinton.

Mr. Penn won the Pollster of the Year awards, given every 4 years, in both 1996 and 2000, the top honor in his profession, from the American Association of Political Consultants. Mr. Penn has written for publications including the New York Times, the Washington Post and the Financial Times, and has appeared frequently on networks including CNN and Fox News. He is a regular key-note speaker at conferences ranging from the Aspen Ideas Festival to "Leaders in London" and The Consumer Electronics Show. His best-selling book "Microtrends" came out in 2007 and will be in paperback next year. He also writes a weekly "Microtrends" column for the Wall Street Journal.

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**Penn, Schoen & Berland Associates**, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call

Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at [www.psbresearch.com](http://www.psbresearch.com).

**About *Campaigns & Elections* magazine**

Founded in 1980 by Stanley Foster Reed, *Campaigns & Elections* magazine (published 12 times per year) covers the strategies, techniques, and personalities of modern politics. It is read by tens of thousands of federal, state and local elected officials, candidates for public office, party activists, issue campaigners, political consultants, campaign staffs, lobbyists, PAC directors, university professors, news reporters and numerous behind-the-scenes opinion makers.