

Who we are.

Jennifer Wonnacott

Senior Account Executive, Fiona Hutton & Associates

Jennifer Wonnacott brings a broad scope of media relations, public affairs and political campaign communications experience at the state and local levels to Fiona Hutton & Associates. Her breadth of experience and extensive knowledge of communications strategy helps our clients craft compelling messages and deliver those messages effectively to produce the desired results.

Ms. Wonnacott offers Fiona Hutton & Associates' clients a unique perspective on developing comprehensive strategic communications plans. She has successfully created plans to align with the top issues and goals of elected officials, companies and community organizations and managed the execution of these plans including messaging, targeting and outreach. Her deep knowledge of the political and legislative landscape in California allows her to approach communications planning from a distinctive angle.

Responsible for all media relations for a wide spectrum of issue, political and public affairs campaigns, as well as in two State Assembly offices, Ms. Wonnacott has extensive experience with both traditional and social media and knows how to tactfully navigate the ever changing media industry. Her ability to cultivate and manage relationships with reporters, bloggers and editorial page editors provides a key asset to clients. Additionally, Ms. Wonnacott has acted as an on the record spokesperson.

From writing compelling press releases that cut through the noise and garner attention to planning press events that make it to the top of news assignment desks, she seeks out the opportunities that will give our clients and their messages the greatest possible exposure. She is also adept at moving client messages onto the opinion pages through placement of op-eds and building editorial board tours where stakeholders can deliver their messages firsthand.

Ms. Wonnacott's knowledge of media communications helps clients craft strategic plans and accompanying collateral materials that deliver targeted, concise and consistent messages. Her approach to developing materials is grounded in thorough research, thoughtful planning and experienced insight into what works. Clients can be confident that their materials will put their best messages forward.

While Ms. Wonnacott has advised two State Assemblymembers on strategic communications, the greater part of Ms. Wonnacott's professional experience was spent providing strategic communications for elected officials, companies and public affairs campaigns at a public affairs and political consulting firm in Sacramento. As a consultant at the firm, Ms. Wonnacott carried out the day-to-day management of media relations plans and worked to secure high media visibility for a wide range of clients, including education organizations, health care related issues and automotive companies. In addition, she assisted with the production of television ads and direct mail, as well as polling research.

At the firm, Ms. Wonnacott coordinated research, strategic planning, coalition building and media relations for local and state issue and candidate campaigns, including managing statewide coalition building and press outreach for the community college funding initiative, Proposition 92 in 2008.

Ms. Wonnacott's extensive experience building integrated media campaigns with measurable results and wide network of relationships she has cultivated through political and public relations campaigns, helps put our clients on the path to success.

Ms. Wonnacott developed her passion for politics and communications while attending UC Berkeley where she graduated from with a B.A. in Mass Communications.