

# Who we are.



**Laura Mecoy**

**Strategic Communications Advisor, Fiona Hutton & Associates**

Laura Mecoy is our message maven, strategic communications advisor and media coach. With more than two decades of experience in writing and research, she's an expert at working with our clients to craft and perfect the right messages at the right time for the right audiences.

A former award-winning journalist, she brings a unique insight into communications. From leading our hands-on media "coaching" that prepares our clients for their most challenging encounters to providing invaluable strategic counsel for external and internal communications, Ms. Mecoy is a proven strategist who skillfully develops concise and compelling messages to cut through the clutter and create clear and effective communications.

She has worked with clients engaged in business, education, scientific research, energy, transportation, healthcare, land use, conservation, legislative advocacy and more. She has led our municipal government team representing the cities of Malibu and Hermosa Beach and developed the messaging for initiative campaigns and other clients. Her writing and research skills have been the basis for the development of videos, brochures, newsletters and many other collateral materials for clients seeking to inform and influence internal and external audiences.

In every engagement, Ms. Mecoy brings the same finely honed instincts for understanding and communicating complex topics that she developed during more than two decades as a journalist in Washington, D.C., Sacramento and Los Angeles for *The Sacramento Bee* and McClatchy Newspapers, the nation's second largest newspaper chain.

She offers clients a wealth of experience and knowledge of public policy based on the firsthand experience she gained while reporting on presidential, gubernatorial and other political campaigns; the U.S. Congress, U.S. Supreme Court, state legislatures and several major trials. She's also developed a broad knowledge of public policy issues, including education, healthcare, transportation, development, land use, energy, scientific research and the environment.

Ms. Mecoy's reputation as a leader on these issues and others has made her a sought-after expert commentator for numerous national news outlets, including the Today show on NBC, CNN, Court TV and NPR. The Pat Brown Institute of Public Affairs and the Center for Campaign Leadership also sought her expert commentary, while several publications, including the *AARP Bulletin*, *Los Angeles Magazine* and *Money Magazine*, have hired her to write on these topics.

Ms. Mecoy is active in the community, serving as a member of the Juvenile Diabetes Research Foundation's Los Angeles Board of Directors and the chair of its Communications Committee and its Walk to Cure Diabetes Committee. She is also a member of the Public Relations Society of America, the Los Angeles World Affairs Council, the Online News Association and Step Up Women's Network. Ms. Mecoy graduated Phi Beta Kappa from the University of Oklahoma with a B.A. in Journalism-News Communication.