



Public  
Relations

## CHRISTINA JOHNSON BIOGRAPHY

Christina Johnson is president of On 3 Public Relations, LLC and has over 20 years experience in the political and communication field through numerous political campaigns and issues management projects throughout the country. Here is an extensive listing of high profile clients and historic projects she has led throughout the past two decades.

### **On 3 Public Relations LLC**

President, 2008 to Present

Partial list of clients include:

*The Advocacy Group at Cardenas Partners; American Eldercare; Andy Gardiner for State Senate Campaign; Association of Corporate Contributions Professionals; The Cardiac Arrhythmia Syndromes Foundation/The SafeBeat Initiative; Central Florida Partnership; Citizens for a Digital Future; Conservatives for Comprehensive Immigration Reform; DCI Group; Florida Realtors; Florida Restaurant & Lodging Association; Keep the Public Noticed Coalition; Poker Voters of America, Political Leadership Institute; Republican Party of Florida.*

### **Monroe Street Strategies**

Director of Public Relations, 2005 – 2007

Clients include:

#### Project Hometown Citizens Committee - Executive Director, 2006 – 2007

*A 501(c)(4) successful grassroots advocacy campaign led by community leaders and formed to support Orlando Mayor Buddy Dyer's and Orange County Mayor Richard Crotty's vision in funding the \$1.1 billion construction and renovation of a new Events Center, a new Performing Arts Center, and the Florida Citrus Bowl in downtown Orlando. PHCC developed educational materials for outreach purposes and provided those materials to elected officials, opinion leaders, citizens, media, businesses and key stakeholders in the Central Florida region. The organization engaged in direct mail, phone calls, television advertising, radio advertising and an interactive Web site, and developed and printed electronic brochures and newsletters for use in efforts to support the community venues. All materials were also produced in Spanish.*

#### TV4US, 2007

*TV4US pursued passage of Florida legislation that streamlined the statewide franchise process, yielding better service, better technology and better pricing by giving consumers a voice when it comes to their video provider. TV4US brought together businesses, associations and consumer advocates from across the state and nation, who wanted to bring the benefits of video competition to Floridians.*

Florida Carpenters Regional Council, 2006 – 2007

*The Council is comprised of 4,200 active and 5,000 retired members, with an annual operating budget of \$3 million in direct training costs, offering its members the finest training in the industry throughout its nine training centers, and continually developing new courses to keep members at the top of their fields.*

The National Minority Health Month Foundation, 2006 – 2007

*The 'Test for Life' coalition is made up of health/medical professionals, HIV/AIDS and minority advocacy groups, and other community leaders united with the goal of educating the public on the importance of HIV testing. The campaign kicked off in September 2006 with the release of the CDC recommendations calling for HIV testing as part of routine medical care.*

Progress for America, 2005 – 2006

John Roberts for United States Supreme Court

Samuel Alito for United States Supreme Court

*An issue advocacy/grassroots organization committed to representing a diverse coalition of concerned citizens, businesses, nonprofit organizations and community leaders who promote public policies that improve the lives of every American. It was a 20-state grassroots effort to persuade opinion leaders in Washington, DC, and across America, that Judge John Roberts and Judge Samuel Alito are tremendously qualified judges who deserve to be confirmed.*

Florida Consortium of Public Charter Schools, 2005 – 2006

*Public relations and media services for annual Charter School Day, including press conferences, briefings, newsletters and daily clipping service.*

The Advocacy Group at Tew Cardenas, 2004 – 2007

*Provided the firm and its lobbying clients with message development, strategic communication, grassroots advocacy, political briefings, newsletter and Web site management, including ACS State and Local Solutions, Progress Energy, Specialty Disease Management and charter school clients.*

**Florida Department of State**

Deputy Chief of Staff & Communications Director to Secretary Glenda Hood, 2003

Served as the lead liaison for the following projects:

State Strategic Plan on Economic Development - *working with Enterprise Florida and the Agency for Workforce Innovation toward the Roadmap to Florida's Future, including the coordination of eight statewide meetings with panel discussions for public input.*

Creating Opportunities for Quality Communities - *working toward the Department's internal reorganization, including the potential merger with the Department of Community Affairs, including the coordination of five statewide meetings with panel discussions for public input.*

Florida Free Trade Area of the Americas (FTAA) - *working toward securing the Permanent Secretariat in Miami for the 34 Western Hemispheric countries, serving as the Department's lead liaison with officials of FTAA, Miami-Dade County Government and Governor Jeb Bush's office for the successful Eighth Ministerial Meeting held in November.*

## **Republican Party of Florida**

Director of Campaign Operations to Chairman Al Cardenas, 2002

*Served as chief liaison for congressional and statewide campaign operations within the organization; implemented and taught campaign schools across the state for local, state and federal candidates and staff, including members of auxiliary organizations. Historic cycle in electing Charlie Crist as first GOP Attorney General, Tom Gallagher as first GOP Chief Financial Officer and Charles Bronson as first GOP Agriculture Commissioner on the Cabinet. RPOF also had a net gain of three Republican congressional seats in Florida – two new seats due to redistricting (Tom Feeney, Mario Diaz-Balart), and one due to the defeat of a Democrat incumbent (Ginny Brown-Waite).*

## **Florida Senate**

Director of Communications to Senate President John McKay, 2001

*Developed, coordinated and distributed messages to local, state and national media outlets on behalf of Senate President. Wrote speeches, opinion editorials, articles and press releases for the 2001 Legislative Session and coordinated the appointments process to various boards, commissions, task forces and advisory groups on behalf of the Senate President.*

## **Florida Department of Business and Professional Regulation**

Director of Communications to Secretary Cynthia Henderson, 2000

Director of Communications to Secretary Kim Binkley-Seyer, 2000

*State agency in charge of licensing one million businesses and professions of 198 licensed occupations. Developed, coordinated and distributed messages to local, state and national media outlets on behalf of agency and its divisions, including Alcohol Beverages and Tobacco, Certified Public Accounting, Hotels and Restaurants, Land Sales, Condominiums and Mobile Homes, Pari-Mutuel Wagering and Real Estate. Oversaw the development of television, radio and brochure project for the department's unlicensed activities campaign. Served as the agency's United Way coordinator.*

## **Collins Consulting**

President, 1997 – 1999

Clients include:

Consultant/Campaign Manager, 1997-1998

Frank Brogan for Florida Education Commissioner Re-Elect

Direct Mail Consultant, Florida/Welch, Norman & Coley, 1998

Charlie Crist for US Senate; Tim Ireland for Treasurer; Bill Randall for Congress; Chris Kise for State Senate; Charlie McKay for State House

Consultant/Republican Party of Florida, 1998

Jerry Gardiner for State House; Karen Stern for State House

Consultant/Campaign Manager, 1999

Art Argenio for State Representative, Special Election

## **Florida Department of State**

Executive Assistant to Secretary Sandra B. Mortham, 1995 – 1997

*Responsibilities included logistical travel arrangements of 530 events for 300 trips to over 50 Florida counties; coordinated the disbursement of \$60 million in Department of State cultural, library and historic preservation grant checks to legislative members, including the organization and implementation of press conferences and statewide events.*

### **Countdown to Majority**

Executive Director to Congressman Bill McCollum's Leadership PAC, 1994

*Formed to elect a Republican Majority Congress in 1994; developed and implemented finance plan resulting in over \$1 million in 10 months on behalf of congressional candidates nationwide; managed campaign schedule for member travel to 91 districts in 31 states in six-month period; coordinated statewide fundraising events, major donor meetings and direct mail; responsible for all FEC requirements for multi-candidate PAC.*

### **Republican Party of Florida**

Congressional Liaison to Chairman Tom Slade, 1993

*Position established to coordinate political and fundraising activities between Florida's one Republican United States Senator and ten Republican Congressmen.*

### **Republican National Committee**

Deputy Regional Political Director, 1991 – 1992

*Coordinated political activities in Florida, Georgia and Mississippi, assisting state parties with county caucuses and state conventions for delegate selection to the RNC convention and taught campaign seminars for legislative candidates; provided the lead on press, logistics and fundraising events for the President, Vice President and various cabinet officials within the region during the 1992 election cycle. Wrote and implemented Victory '92 plans, which provided timeline for mail, phones, fundraising and Get Out The Vote efforts.*

### **Republican Governors Association**

Director of Political Affairs, 1991

*Handled key issues of HUD funding, health care and block grants on behalf of the nation's GOP Governors; researched and drafted gubernatorial candidate briefings.*

### **Republican National Committee**

Southern Field Desk Coordinator, 1989 – 1991

*Principle liaison between the Republican National Committee, 12 GOP State Committees and 36 National Committee Members in the Southern Region. Created and maintained political briefings for President, Vice President and various cabinet officials. Worked with Political Director and three Regional Political Directors to coordinate activities for senatorial, congressional, gubernatorial and other statewide and local organizations; maintained accurate records for campaign contributions and expenditures.*

### **Bush/Quayle Inaugural Committee**

Office of Protocol and Housing, 1988 – 1989

*Organized the logistical briefings, travel and accommodations of national and international officials and heads of state to the Presidential Inaugural Ceremony.*

## **Bush/Quayle '88**

Office Manager and Statewide Volunteer Coordinator, 1988

*Responsible for securing volunteers for rallies, precinct walks and distribution of collateral materials for leadership and staff in all 67 counties.*

## **Bob Dole for President**

Central Florida Field Representative, 1987 – 1988

*Political, fundraising and special event activities for Orange, Lake, Seminole, Osceola and Brevard County region.*

## **Florida House of Representatives**

Legislative Secretary to State Representative Art Grindle, 1986 – 1987

*Central Florida House Member in Seminole County.*

## **Personal**

Christina Johnson lives with her husband, David, in Tallahassee, Florida. She is a member of the Capital City Tiger Bay Club, the Florida Public Relations Association, the American Association of Political Consultants and Public Affairs Professionals, and is an appointee to the Florida Hotel and Restaurant Advisory Council. Ms. Johnson graduated in 1983 from Valencia Community College and in 1986 from the University of Central Florida in Orlando with a degree in Political Science.

## **Contact Information**

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