

EMMA EATMAN

PROFESSIONAL EXPERIENCE

United States House of Representatives Committee on Education and Labor – Washington, D.C.

Deputy Press Secretary

February 2020 – Current

- Responsible for pitching national and beat reporters on Committee action, fielding media inquiries, and preparing Chairman Bobby Scott for media interviews
- Successfully placed stories regarding education, labor, and health care policies in outlets such as the *New York Times*, *The Associated Press*, *The Washington Post*, *NBC News*, *NPR*, and others
 - In 2020, over 500 articles included a direct quote from Chairman Bobby Scott on issues related to Committee jurisdiction
- Creating key messaging documents, fact sheets, and talking points for press events, hearings, and bill introductions
 - Developed messaging for the Democratic Caucus for the *National Apprenticeship Act*, the *Pregnant Workers Fairness Act*, and others
- Drafting and finalizing press releases and statements on behalf Chairman Scott and several of the Committee's 27 Democratic Members, including Subcommittee Chairs Davis (CA-53), Sablan (CNMI), Adams (NC-12), Wilson (FL-24), and Bonamici (OR-01)
- Coordinating with Committee policy staff, Member offices, and House Leadership to develop messaging on legislative action, Committee oversight work, and rapid responses to the Trump administration
 - For legislative action, strategized press outreach and statement drafting on COVID-19 relief package provisions and other major Democratic priorities
 - For oversight work, strategized press outreach and statement drafting at the conclusion of Committee investigations, including Chairman Bobby Scott's decision to subpoena the National Labor Relations Board (NLRB) for ethics documents on conflicts of interest
 - For rapid response, strategized press outreach and statement drafting in response to harmful Trump administration rules relating to public charge, independent contractor status, tipped wages, and others
- Strategizing social media content with Committee Digital Director for Twitter, Facebook, and Instagram, creating social media graphics, and updating Committee website
- Monitoring media coverage of key Committee issues and legislation, compiling daily press clips for Committee Members and staff, and monitoring quarterly traditional press coverage performance

Press Aide/Assistant

January 2019 – February 2020

- Assisted in creating key messaging documents and fact sheets for hearings, markups, and bill introductions
 - Assisted in developing messaging for the Democratic Caucus for the *Raise the Wage Act* and the *Protecting the Right to Organize (PRO) Act*
- Drafted press releases and statements on behalf Chairman Scott and the Committee's 27 Democratic Members
- Established and maintained relationships with student reporters across the country to highlight the Committee's work in higher education reform, including the rollout of the *College Affordability Act*
- Strategizing social media content with Committee Digital Director for Twitter, Facebook, and Instagram, creating social media graphics, and updating Committee website
 - In 2019, Twitter followers grew by 23 percent, Facebook followers grew by 24 percent, and Instagram followers grew by 72 percent
- Monitored media coverage of key Committee issues and legislation, compiling daily press clips for Committee Members and staff, and monitoring quarterly traditional press coverage performance

Press Intern

August 2018 – December 2018

- Assisted in drafting issue messaging guidance and fact sheets for all Committee Members and staff
- Wrote press releases and statements for Ranking Member Scott and the Committee Democrats
- Monitored media coverage of key Committee issues and legislation and compiled daily press clips for Committee Members and staff
- Produced daily social media content, took photos, and created graphics for all Committee digital platforms

Office of United States Senate Democratic Leader Charles E. Schumer – Washington, D.C.

Press Intern

January 2018 – May 2018

- Monitored online coverage and compiled daily press reports for Leader Schumer on national and state-level news
- Drafted press releases, talking points, and other materials for senior-level press staff and for Leader Schumer's press events
- Fielded reporter inquiries and assisted press staff with day-to-day operations

NAACP Legal Defense & Educational Fund, Inc. (LDF) – Washington, D.C.

Communications Intern

October 2017 – December 2017

- Drafted press releases and statements on behalf of LDF leadership, including President and Director-Counsel, Sherrilyn Ifill
- Generated social media plans and content for the organization's digital platforms
- Collaborated with the LDF legal staff and stakeholders on communications strategies

Women's Congressional Policy Institute (WCPI) – Washington, D.C.

Intern

May 2017 – July 2017

- Authored articles for WCPI's weekly legislative report, *The Source*
- Tracked congressional hearings, mark-ups and floor action on legislation important to women, including reproductive health, economic advancement, foreign aid, and child care
- Prepared materials and facilitating communications for congressional briefings and events

American Civil Liberties Union (ACLU) – Washington, D.C.

- Compiled press lists for media relations regarding a wide range of priorities for the ACLU, including surveillance, prison reform, and reproductive rights
- Drafted social media content, media advisories and pitched content to national reporters
- Researched major publications' coverage of key issues to better inform reporter relationships

EDUCATION

Howard University – Washington, D.C.

Bachelor of Arts (B.A.) – Strategic, Legal and Management Communications

August 2015 – May 2019

- Concentration in Public Relations with a minor in Political Science
- Howard University Legacy Scholarship Recipient
- Harvard University Institute of Politics 2018 National Campaign Conference Delegate

SKILLS

Social Media Management

Experience crafting digital content for multiple platforms

Graphic Design

Proficiency in basic graphic design

Research

Background in researching a wide range of policy issues and legislation

Writing

Skilled in writing press releases, memos, and other content

Event Coordination

Experienced in small event coordination and execution

Messaging Strategy

Understanding of political and policy messaging strategies