

Project Hometown

How to Educate and Motivate your Hometown



Breakout 2A
Monday, August 4
1:50 - 2:50 PM



SPEAKER PROFILE

Christina Johnson

President

On 3 Public Relations

Christina Johnson is president of On 3 Public Relations (On3PR), a full service communications firm providing a comprehensive strategy for internal and external communication for local, state and federal associations, businesses, civic, community, government, non-profits; including political campaigns, issue referenda, initiatives, issue management, crisis management, and grassroots/grasstops advocacy programs. Ms. Johnson has over 20 years experience in the political and communication field through numerous political campaigns and issues management projects throughout the country.

Prior to opening On3PR, she served as Director of Public Relations for a lobbying firm, providing their clients with message development, strategic communication, grassroots advocacy and overall paid and earned media outreach. Clients include the DCI Group, Judge John Roberts for US Supreme Court, Judge Sam Alito for US Supreme Court, TV4US, and the National Minority Health Month Foundation.

Ms. Johnson's state government work encompasses the highest levels of the Executive and Legislative branches. She served as Deputy Chief of Staff to the Florida Secretary of State, and Director of Communications for Florida's Department of Business and Professional Regulation, Department of State, and Office of the Senate President.

Her political experience includes her work with the Republican Party of Florida as Director of Campaign Operations for statewide and congressional races during the 2002 election cycle. At the Republican National Committee in Washington, D.C., she was responsible for the political activities in Florida, Georgia and Mississippi, providing the lead on press, logistics and fundraising events for the President, Vice President and various cabinet officials and campaigns within the region during the 1988, 1990, and 1992 election cycles.