

# Alison MacLeod



Alison is a Partner at KP and runs a wide variety of local and statewide public relations programs for KP clients. She has extensive experience in strategic communications programs, media relations, coalition building, project siting, grassroots outreach, stakeholder engagement and community education. Her clients include local governments, healthcare associations, transportation agencies, non-profits, businesses and trade groups.

## **Experience:**

- Managed a California-specific media and business outreach effort to build Congressional support for a high-profile international trade deal
- Led Sacramento community outreach programs to increase awareness of County transportation infrastructure and funding needs

- Managed a multi-pronged marketing and outreach program throughout the San Joaquin Valley to increase awareness about inter-city rail and build support among local and state leaders for grant funding to expand rail service to the Sacramento region
- Managed media outreach and public affairs activities for the California Society of Anesthesiologists, addressing key priorities including scope of practice, out-of-network billing, and major regulatory changes guiding pediatric dental anesthesia safety standards
- Led the communications strategy to launch a new cradle-to-career educational and economic development initiative in West Sacramento
- Implemented localized community outreach programs to build public and political support during environmental review and permitting processes for wind and solar energy projects throughout Northern, Central and Southern California
- Provided communications support and counsel to water agencies as the state considered regionalization of its energy grid
- Created and managed a statewide coalition of business and community interests providing input to the Legislature, Administration and regulatory agencies to help shape California's ambitious clean energy policies

### **Education:**

- Bachelor's degree, Communication, University of California, Santa Barbara
- Courses in Global Communications & Journalism, Danish School of Journalism & University of Aarhus, Denmark

### **CONTACT INFORMATION**

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