

National Journal

National Journal Announces Several Key Hires in Marketing, Communications and Audience Strategy

Veterans of Politics and Media Bring Unique Expertise

Washington, DC; December 16, 2015 – National Journal President Poppy MacDonald announced today that **Stephanie Craig, Danielle Whelton** and **Shannan Bowen** have joined National Journal in key leadership roles.

“As we continue to grow National Journal's portfolio of strategic products in Washington, adding these outstanding professionals will further enhance the services we offer,” said MacDonald. “The depth of their experience is a testament to the exciting new chapter in National Journal’s trajectory, while adding key skills to an already outstanding team.”

Stephanie Craig joins National Journal as executive director of marketing and communications. In this newly created role, Craig will oversee all marketing and communications for the brand. A veteran of Capitol Hill, Parliament Hill in Ottawa, the campaign trail and the Washington trade association world, Craig brings a unique perspective and experience in communications and marketing in Washington. She led communications and strategy for the Data Transparency Coalition and TechAmerica, the former association representing the world’s leading technology companies. She ran communications in the offices of Senator Byron Dorgan, former Representative Earl Pomeroy, both of North Dakota and in the Canadian parliament. Additionally, she has worked on campaigns in Pennsylvania, Iowa, North Dakota, and Missouri. She started this week and reports to MacDonald and Atlantic

Media Vice President, Global Communications, Emily Lenzner.

Veteran journalist and communications professional, Danielle Whelton joins National Journal as the senior director of membership services, overseeing the team serving the brand's more than 1000 member organizations with custom research and strategy services. She oversees the team that services members of National Journal's government affairs strategy offerings. Whelton spent more than a decade in a variety of roles for ABC News, CNN, and CNN International, and prior to leaving journalism she spent five years as Senior Executive Producer of CNN's White House Unit. Recently, Whelton was a vice president of operations and account/project management services for both HomeFront Communications and PCI Communications.

Joining Craig on the marketing and communications team is Shannan Bowen as director of audience strategy. In this role, Bowen is focused on growing engagement and outreach strategies around National Journal's products including *National Journal Daily* and *Hotline* and the company's strategy and research products. Bowen returned to Atlantic Media earlier this fall from *The Hill*, where she served as Director of Audience Engagement, where she guided the development of a new mobile site and managed an audience development strategy that set records for the publication's mobile traffic and Facebook engagement. Bowen, whose background is in journalism and social media strategy, had previously served as the Editorial and Audience Development Manager for Atlantic Media Strategies, the in-house digital consultancy of The Atlantic.

Craig, Whelton and Bowen join National Journal as the brand refocuses the business around premium paid content and strategy and research services for the professional Washington audience. What has been known as National Journal Membership since its inception in 2011, the division has expanded in recent years through deeper investment in its government affairs strategy offerings. New products include Policy Brands Roundtable, which helps partners assess and build

their brand in Washington, and Communications Council, which helps Washington organizations reach their target audiences through communications best practices. National Journal's popular Presentation Center, which saves members' time by delivering white label presentations and slides on current policy and politics, is expanding to provide more than four times the content it currently offers.

About National Journal

National Journal is a premium provider of essential insights and analysis for those operating in Washington's policy and government arenas. Through its membership strategy and research products and services, editorial content, National Journal serves 1000 of Washington's top organizations and convenes the nation's top leaders at dozens of editorial and member events each year.

National Journal is a division of Atlantic Media, based in Washington, DC. Poppy MacDonald is President and Publisher.

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