

# Rich Masters

Partner



## Focus

Rich Masters joined Qorvis Communications in 2003 as managing director and became a partner in 2007. Masters is recognized as one of the top political and media relations experts in the United States and manages Qorvis media relations practice. In addition to developing and implementing multi-million dollar PR campaigns, Masters initiated Qorvis' state-of-the-art media training studio in the company's Washington D.C office where clients learn to "meet the press" and communicate their messages through any broadcast media. At Qorvis, he manages or participates in client teams for the Royal Embassy of Saudi Arabia, Pharmaceutical and Research Manufacturers of America (PhRMA), and the Sugar Association.

Masters came to Qorvis after serving more than six years as top policy and communications advisor to U.S. Senator Mary L. Landrieu (D-LA). He is a frequent spokesperson and regular TV and radio commentator on political issues. In a recent profile in *The Atlantic Monthly*, Masters was called the "Jedi Master to television pundits", and NPR has referred to Masters as the "Professor of Punditry." He is currently an on-air contributor to FOX News, MSNBC and the BBC, and is a fill-in host for the nationally syndicated host of the "Bill Press Show." Masters has served in nearly every capacity in broadcasting. From Rock-n-roll Disc Jockey in Davenport, Iowa, to weatherman in Moline, Illinois, to Emmy nominated TV anchor and political reporter in Louisiana, Masters knows the broadcasting industry from the inside out.

## Pertinent Background & Relationships

- After helping Landrieu win the closest Senate election in 1996, Masters joined her team on Capitol Hill as Communications Director. Three years later, he became policy and Communications Director, effectively overseeing both the legislative and communications teams.
- As both Legislative and Communications Director, he helped set Senator Landrieu's aggressive legislative strategy which positioned her as one of the leading moderate, New Democrats in the Senate. The strategy helped position her as a national leader while remaining strong in her home state.
- In 2002, Masters was one of the architects who helped design Sen. Landrieu's reelection campaign strategy and oversaw both earned and paid media efforts. It was an election she won despite facing a national trend against Democrats and being outspent nearly 3 to 1 by her opponents.
- From 1982 until joining the Landrieu campaign in 1996, Masters served in nearly every capacity in broadcasting. From Rock-n-roll Disc Jockey in Davenport, Iowa, to weatherman in Moline, Illinois, to Emmy nominated TV anchor and political reporter in Louisiana.

## Education

Masters graduated from St. Ambrose University with degrees in political science and mass communications.

