

Donald A. Baer

DINNER CO-CHAIR

Don Baer is worldwide chair and CEO of Burson-Marsteller and chairman of the research firm Penn Schoen Berland, both WPP, Inc. companies. Baer has been a member of Burson-Marsteller's global senior management team since 2008. In 2011, he became co-founder/chairman of Palisades Media Ventures, co-owned with WPP.

From 1998 to 2007, Baer helped lead Discovery Communications as senior executive vice president for strategy and development and an executive committee member reporting to the CEO. He co-produced documentaries and helped found The Discovery Times Channel, a joint venture between Discovery and *The New York Times*.

From 1994-98, Baer was a senior adviser to President Bill Clinton, serving as an assistant to the president and White House director of strategic planning and communications and, before that, as chief speechwriter/director of speechwriting and research.

From 1985-93, Baer was a journalist. For seven years, at *U.S. News & World Report*, he covered politics and the White House and was an assistant managing editor. He also worked at *The American Lawyer*, has written for publications including *The New York Times* and *Politico* and was a CBS News on-air analyst. Since 2000, he has helped write the annual Kennedy Center Honors TV production, winning two Writers Guild of America awards.

In the 1980s, Baer was a media lawyer at Patterson, Belknap, Webb & Tyler. He is vice chair of the board of PBS and on the boards of the Urban Institute, the News Literacy Project and Fora.tv. In 2013, he was inducted into the North Carolina Journalism and Communications Hall of Fame.



Baer received a bachelor's degree from the University of North Carolina at Chapel Hill, a master's in International Relations from the London School of Economics and a J.D. from the University of Virginia School of Law.

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