

Gloria Story Dittus

Gloria Dittus has spent 30 years defining leading-edge corporate communications, public affairs, grassroots and crisis communications strategy in industries ranging from consumer products to technology infrastructure. Wired Magazine called her the nation's first "public affairs PR maven". PR News named her the "Public Affairs Executive of the Year," a distinguished honor among public and government affairs professionals. Gloria was also honored in 2005, when she was named to Washington Business Journal's list of "25 Women Who Mean Business." Under her leadership, Dittus Communications provided public relations, issue advocacy, and marketing communications services for national and international clients. Dittus Communications was recognized as "Public Affairs Agency of the Year in 2007."

Gloria has directed strategic communications programs for high-profile corporate clients such as Shell Exploration & Production, Dell, SAP, Southern Company, British Telecom, General Motors, Clear Channel, Playboy, Fluor Corporation and TASER.

Her issue advocacy expertise has been called upon by numerous campaigns, including Americans for Computer Privacy, Pepco's "DC is Electric" campaign, the High-Tech DTV Coalition's campaign for DTV transition and the Campaign for Tire Safety, as well as campaigns promoting increased access to domestic energy resources, terrorism insurance, Patriot Act reform, aviation passenger security and permanent normal trade relations (PNTR) for China. Gloria began her career as a staff member in the U.S. Senate, but soon transitioned to Exxon Corporation's government affairs media team. She later helped rebuild Edison Electric Institute's public information department, and added her legislative media-relations expertise to the company's government affairs operations in 1986 as its lobbyist for nuclear power issues. After having built and sold two game-changing public affairs firms, Gloria has identified a vacuum in today's public affairs arena. She has recently launched Story Partners, a public affairs firm focused on helping trade associations, corporations and coalitions amplify their story through carefully aligned online and offline campaigns designed to drive public policy debates.