



J-Hy Communications

Communications counsel with dedicated, expert implementation.

- Communications Strategy
- Message & Content Development
- Media Relations
- Grassroots/Ally Engagement

We collaborate with clients to define your brand voice and advance your vision. ***What's your story?***

Jan K. Hyland is an expert in strategic communications with more than 25 years of experience in corporate and political settings. Battle-tested in the political arena, Jan is a highly skilled thinker and communications tactician. She has executed successful, high profile crisis and reputation management programs for corporate clients encumbered by intensely complex policy issues.

Jan formed J-Hy Communications to collaborate with trusted communications professionals on multi-disciplined public affairs and issue advocacy campaigns. Much the way political campaign staffs are built around a candidate's needs, J-Hy partners with a network of other agencies and individuals to build highly focused teams tailored to each client engagement. Jan was most recently affiliated with ForeFront Strategies, a boutique public affairs communications firm she co-founded with long-time colleagues with whom she had worked at larger agencies.

As a director in Burson-Marsteller's Media and Public Affairs practices, Jan supported numerous clients negotiating political and public scrutiny, aggressive activist engagement and significant reputational challenges. She has designed and executed highly successful grassroots engagement and media relations programs that delivered clear, effective messages to key local, state and national audiences.

Jan's diverse portfolio of clients includes energy, chemical, life sciences, food, agriculture and technology companies as well as trade associations and non-profit organizations. She has built and operated on-site media relations offices in both domestic and international environments. Her experience includes working on-site to coordinate media, community outreach and ally mobilization for a successful client campaign to oppose a government takeover of a private utility; managing communications for a complex, multi-billion dollar privatization of a U.S. government agency engaged in sensitive international energy trade; establishing the start-up communications infrastructure and strategy for an international energy supply and distribution project in the United Arab Emirates; and the successful global launch of the U.S. Holocaust Memorial Museum.

Jan served as deputy press secretary for Lt. Governor Donald S. Beyer's (D-VA currently serving in Congress) gubernatorial bid and built a statewide grassroots organization in the early stages of the campaign.

She served on the Executive Committee of the Board of Trustees of The Barnesville School of Arts & Sciences where she led strategic planning and brand repositioning efforts. She also co-chaired and managed The Lucketts Fair, a major fundraising event in her rural community.



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