



**For Immediate Release**

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**Brendan Buck, Former Counselor to Speaker Paul Ryan,  
Joins Blue Engine Message & Media + JDA Frontline**

*Top Communications Strategist Bolsters Merged Agencies' Bipartisan Depth*

**Washington, DC** – Today, Blue Engine Message & Media + JDA Frontline, a leading DC-based strategic communications and public affairs firm, announced the addition of [Brendan Buck](#), a long-time Capitol Hill veteran who had the rare distinction of serving in the offices of the last two Republican Speakers of the U.S. House of Representatives. Brendan, who joins as a partner, has been at the center of the biggest policy and political battles of the past decade and further enhances Blue Engine + JDA's ability to help clients advance their advocacy goals and navigate crises.

Prior to joining Blue Engine + JDA, Brendan served as counselor to House Speaker Paul Ryan, leading messaging and communications strategy for the speaker and the broader House Republican leadership team. As a top aide to Ryan, he helped enact major budget agreements and health care and criminal justice legislation, as well as significant regulatory and tax reforms, including the 2017 Tax Cuts and Jobs Act. In addition to his tenure in Speaker Ryan's Office, Brendan served as press secretary to House Speaker John Boehner and communications director at the House Ways and Means Committee, where he shepherded enactment of bipartisan Trade Promotion Authority legislation. He held several other senior communications roles on Capitol Hill, including for now-Republican Minority Leader Kevin McCarthy, former Representative Tom Price and current Energy and Commerce Committee Ranking Member Greg Walden.

"Brendan's experience at the highest levels of political communications will greatly enhance our ability to provide bipartisan counsel to our clients and help them manage and grow their reputations," said **Erik Smith**, founding partner of Blue Engine + JDA. "His history of serving as a senior communications counselor during most of the major political and policy debates over the past decade further strengthens our firm's offerings. We're thrilled to welcome him to our team."

Brendan joins the agency following the October 2018 merger of Blue Engine Message & Media and JDA Frontline. The combined firm boasts a team of more than 25 communications professionals with bipartisan experience ranging from Capitol Hill to the White House, government agencies to journalism, and from large public relations agencies to political campaigns.

"It's exciting to join Blue Engine + JDA on the heels of the merger of two highly respected and proven agencies," **Brendan** said. "Blue Engine + JDA is home to a deep, talented team and an equally impressive roster of clients. This firm operates at a high level, and I'm eager to get to work with my new colleagues to help our clients achieve their communications goals."

Blue Engine + JDA works with issue advocacy coalitions, nonprofits and corporations to help them reach diverse audiences and shape policy debates across the country. The firm offers a wide range of services, including reputation and brand management, digital strategy, coalition development, crisis management, message development, issue advocacy, grassroots mobilization and grassroots advocacy, public relations planning and media relations. Blue Engine + JDA provides substantive senior-level engagement at all times, encourages collaboration and delivers creative solutions for clients.

For more information on Blue Engine + JDA, including staff bios, please visit the firm's [website](#) or follow the firm on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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