

Buckley Carlson



Buckley Carlson is a crisis communications media consultant, writer and political strategist. He has spent the past 17 years in politics, public relations, corporate intelligence gathering, and strategic research analysis. Buckley has worked on two presidential campaigns, served as a speech-writer for California Governor Pete Wilson, and has been active in most major public policy battles (Tobacco, Health Care, Taxes, Telecommunications, Insurance, National Security, etc.) over the past decade and a half, crafting messages and advocacy advertising for print, radio, and television on behalf of grassroots campaigns around the country.

While he has been a sole practitioner for a number of years, Buckley also maintains a strategic partnership with a number of full-service firms, including Best Bark Media, Goddard Claussen, Logos, Marsh Copsey, and Lombardo Consulting Group.

Buckley for several years headed the DC office of Los Angeles-based, Kelton Research. The Managing Director at Kelton, Buckley handled crisis communications clients, and also ran the Jury Messaging division of the company. In that capacity, he handled every high profile lawsuit filed against the University of California system.

Buckley was also the Executive Vice President of McCarthy Communications in Washington, a very successful crisis management and strategic planning firm, where he was in charge of rapid-response strategic counsel, tactical communications, and media criticism. Prior to that he was the Vice President of Luntz Research Companies, also in Washington. For several years, Buckley produced – and occasionally guest-hosted – the anti-terrorism radio show, Danger Zone, on ABC Radio.

Buckley has written speeches and research analyses, crafted talking points, moderated focus groups and jury messaging sessions all over the US, designed and fielded surveys, provided crisis communications consultation, conducted intense media training, and developed advocacy advertising content for print, radio and television on behalf of a host of political and corporate clients, as well as non-profits and member associations, including: The American Beverage Association, The American Chemistry Council, The Consumer Products Association, The American Forest & Paper Association, AARP, Pfizer, RJR, Philip Morris, Kodak, Dow Chemical, Sony, Nintendo, McDonalds, Kroger, and Coca Cola.

A licensed multi-engine pilot and Aeronautical Science major from Embry-Riddle Aeronautical University, Buckley also studied English at the University of Mississippi, and holds an AFF skydiving certificate from USPA and a Master Divers certification from PADI. Buckley and his wife, Melissa, live in Washington, D.C with their young son, Charles, an elderly Maine Coon cat, a Golden Retriever, and a Finnish Spitz.

BuckleyCarlson@aol.com
4950 Hillbrook Lane, NW Washington, DC 20016
202-905-6523 (t) * 202-244-4922 (f)