



Dede Lea

Executive Vice President, Global Public Policy, ViacomCBS



Life In Brief

Education:

J.D., Georgetown University B.A., Broadcast Management, Howard University

Family:

Work History:

- Executive Vice President, Global Public Policy, ViacomCBS, 2019-present
- Viacom
 - Executive Vice President, Global Government Affairs, 2013-2019
 - Executive Vice President, Government Relations, 2005-2013
 - Vice President, Government Relations, 1997-2005
- Vice President, Government Affairs, Belo Corporation, dates unknown
- Vice President, Government Relations, National Association of Broadcasters, dates unknown

Quick Summary

Senior government relations professional and accomplished policy veteran in the telecommunications industry who leads on issues related to privacy, advertising, and broadcast operations

- Longtime public policy influencer in the telecoms industry, notably pushing for the 1992 Cable Act and the 1996 Telecommunications Act; utilizes her time in the industry to guide and develop a global public policy strategy across the ViacomCBS brands
- As head of government affairs, Lea's government affairs focus covers a wide

expanse of policy issues including increasing data privacy, diverse personnel, consumer protection and more stringent advertising regulations

- Well-connected to other professionals in government affairs, like Comcast SVP Earle Jones, focused on telecommunications and media through her work with the Congressional Black Caucus Foundation and the Economic Club of Washington
- Remains active and connected to DC through her involvement in the performance arts community; speaks about her role as a women and minority in media

Approach and Motivations

Acknowledges that there is a lack of diversity in government affairs and uses this as personal motivation to succeed in the field

- Recognizes that diversity is lacking in government affairs; speaking of her own experience Lea said "almost my entire life, except for my four years at Howard University, I was either the only African American or the only woman" but has chosen not have that hinder her success
- Advocates for increased diversity in corporate America arguing that it is beneficial for businesses and for the community at large; in diagnosing why there is little diversity, Lea argues that there is a "lack of will to go beyond [one's] comfort zone"
- Having witnessed issues of diversity firsthand, Lea has pushed for policies that directly increase diversity in media, specifically in cable broadcasting operations



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Policy Position and Areas of Focus

Prioritizes enhanced protections for children, drug advertising reform and improving diversity in media

Child Protections: Urges Congress to pursue enhanced protections for children online

- Lobbied for the KIDS Act in 2020, which implemented safeguards for internet users under the age of 16 by limiting advertisers ability to influence children's actions and limiting access to mature content on online platforms
- Supports amendments to the Child Online Privacy Protection Act of 1998 to strengthen protections around data collection, use and disclosure for minors

Drug Advertising: Pushes for greater transparency and consumer protections in drug advertising

- Lobbied for the Transparency in Prescription Drug Advertising Act of 2020 that would require the list prices for drugs to be included within the advertisement for said drug
- Promoted the Responsibility in Drug Advertising Act of 2019 which allows the Department of Health and Human Services to limit direct-to-consumer advertising for drugs in the first three years of its approval

Diversity in Media: Tackles issues of diversity by promoting a greater understanding of the issue and by incentivizing companies to organically promote diversity

- Advocates for greater diversity in media through the Enhancing Broadcaster DIVERSITY Data Act that requires cable operators and stations to consistently report ownership data to the FCC and for the FCC to make that data publicly available

- Fought for the Expanding Broadcast Opportunities Act of 2019 to reinstate a Federal Communications Commission program that offered tax incentives to companies selling their broadcast station to minorities

Core Communities

Leverages her industry leadership role to forge connections to other lobbyists and telecoms executives; maintains a politically and geographically diverse network

Telecommunications Lobbyists: Lea's network links to multiple other telecoms lobbyists through board positions

- Board membership at the Congressional Black Caucus Foundation connects her to Earle Jones, Senior Director of Government Affairs at Comcast and Toni Bush, Executive VP of Government Affairs at NewsCorp; Bush also sits on the board of the Economic Club of Washington with Lea
- Susan Fox, VP of Government Relations at the Walt Disney Company sits on the National Association of Broadcaster's Television Board alongside Lea

ViacomCBS Colleagues: Lea's colleagues in government affairs all have connections to House or Senate offices

- ViacomCBS' Senior Director of Government Relations and Special Projects, Emorie Broemel, served as a Special Assistant to former Sen. Kay Hagan (D-NC) who supported a \$14 million grant for broadband infrastructure
- Danny Fernandez, Vice President of Government Relations at ViacomCBS previously served as Legislative Assistant to Rep. Greg Walden (R-OR02) who is a former radio station owner and serves on the Energy and Commerce Subcommittee on Communications and Technology





- Joshua Brown, Vice President of Government Relations at ViacomCBS, while most recently at CBS formerly served as a Senior Legislative Assistant to former Rep. Darrell Issa (R-CA49) who has been a stance advocate for online privacy

- Speaks out about her experiences advancing as a female minority in media; utilizes her experiences to advise other female leaders, network wi

Relevant Financial Information

Lea has donated to both Democrats and Republicans with the majority going to Democrats, including several members of the Congressional Black Caucus

Publications, Media and Speaking

Speaks about her experiences as a Black woman and media professional in government affairs; has attended conferences on trends and growth in media

- Speech, WTF forum hosted by The Information, 2020 centered around women in technology, finance and media to network with other business-minded women and share her thoughts on how to be successful in industry
- Speech, No Safe Spaces for Big Media hosted by Reuters, 2018
- Panelist at The Wing, alongside Rhonda Foxx, former Chief of Staff to Rep. Alma Adams (D-NC12) and current Head of Social Equity at Intel and Jennifer DeCasper, Chief of Staff to Sen. Tim Scott (R-SC), 2018.
- Feature, “Power 100: Washington’s Most Influential”, written by Washington Life, 2015.
- Panelist, “Leading Women Defined conference”, hosted by BET in 2013 to share the impact of politics on the Black community

Outspoken about diversity in government affairs and media; connects with other prominent female professions to share her story

Professional Affiliations

- Board, Congressional Black Caucus Foundation
- Board, MedStar Washington Hospital Center
- Board, National Association of Broadcasters Television Board

Family and Personal Background

Retains significant involvement in the arts community throughout Washington

- Recognized as a leader pushing for greater diversity and inclusion efforts in media by the T. Howard Foundation in 2020
- Serves on the Board of Trustees for the Shakespeare Theater Company since 2019
- Hosted the Alvin Ailey Gala at the Kennedy Center in 2013

