



Sandra Kyle Bain

Biography

Sandy Bain is an internationally-recognized communications counselor, writer/ correspondent, television producer, and television host. She is a company principal and serves as president of Bain and Associates, Inc. She has counseled the leadership of Boeing Commercial Airplane Group, Sprint, American Airlines, Coopers & Lybrand, the United States Department of Agriculture, the U.S. Forest Service, American Science and Engineering, Inc. and the American School Food Service Association.

Her communications experience is based on two decades of work as a print reporter and television producer.

Prior to co-founding Bain and Associates, she served as executive producer for the United States Information Agency's Worldnet Television system. She developed, wrote and produced international satellite-delivered television programs on American foreign policy issues, specializing in Africa, Asia and the Middle East. Areas of concentration included current U.S. and foreign political developments, economic issues, balance of power in the Middle East, engines of growth in India and Asia, major world health issues such as AIDS and birth control in Africa.

Formerly, she served as assistant director of media production at The Kamber Group, a leading Washington-based public affairs firm specializing in labor issues. Clients included the AFL-CIO, Bricklayers Union of America, Air Line Pilots Association, AFSCME and other leading labor groups.

Her communications counseling career also includes service as vice president of Potomac Video, Inc., of Washington, where she created the business television division. Potomac was among the first news organizations to provide satellite-delivered video news releases, corporate videos and interviews to television stations nationwide.

In Washington, she created, produced and co-hosted the television talk-show "Mixed Company" at NBC-owned WRC-TV. She was a producer of the popular "Evening Magazine" at WJZ-TV in Baltimore and "PM Magazine" at WUSA-TV in Washington, where many of her stories aired nationally. She was also on-air reporter and producer for the nationally-syndicated "Afternoon Show." As a program producer, she helped create one of the nation's first all-talk radio stations, Peabody-award winning WRNG-Radio.

She began her Washington journalism career with print reporting in The Washington Post, The Washington Times, and Washingtonian magazine. She served as contributing editor to Country magazine. She has also written for The Atlanta Constitution.

She is a graduate of the University of Georgia's Grady School of Journalism.