



## Bobbie Metzger

*A public affairs powerhouse with deep California roots, Bobbie Metzger airs her views on politics at the state level.—By Sigrid Bathen*

AS PRESIDENT OF Stoorza Ziehaus Metzger & Hunt, Bobbie Metzger, 47, heads the largest woman-owned independent public relations and public affairs firms in the country, with offices in Sacramento, San Diego, Los Angeles, Riverside and the San Francisco Bay Area. A former San Diego television reporter who was press secretary to former California Gov. Jerry Brown and, later, to former Assembly Speaker Willie Brown, she handles statewide initiative campaigns—including the state education bond issue that was on the March ballot—as well as local community issues. Her client list includes 3M, Pacific Telesis, J. P. Morgan and the California Business Roundtable.

**You run a bipartisan firm in a very partisan town. How do you manage?**

Two of the partners are very active in Republican politics. I am a Democrat, but I've never been active in the Democratic Party. I don't represent extreme right wing or extreme left wing. The firm by its nature has always been bipartisan. While we do campaign work, we never do individuals, so that I am not viewed as a Republican or a Democratic consultant. We take on issues, not candidates.

**Are there any issues you won't take on?**

There are a few personal, moral, life-and-death issues on which I won't take the other side. One is choice. I am pro-choice, though personally I'm anti-abortion. I am anti-death penalty. I don't think those are views you should impose on staff. By the same token, this is a business. I don't agree with every issue I work with, but in some ways it helps the client because I know the other side of things.

**Has the Capitol become more partisan?**

In the early- to mid-'70s, when I came here, it was different. Democrats and Republicans socialized. You could disagree during the day, and politics was left at the office. I played tennis with Republican legislators and worked for Jerry Brown during the day.

**Have term limits improved the process?**

Term limits will prove to be the worst political vote that the state has experienced in many a year. Not only

are we going to lose institutional memory with legislators, but with staff who will no longer stay. A lot of staff people have become lobbyists. . . . Basically, experience and commitment are good things. Yes, we have people who have stayed in government longer than they should, but they are the exception.

**What do you do to relax?**

I work very long hours, but I do try to keep my weekends to myself. By the weekend, I'm pretty tuckered. I love to travel. I love tennis. I like to hike. I have horses, which I enjoy, though I don't ride much anymore since I was thrown and broke many, many bones.

**Do you regret not having children?**

Not everyone is meant to be a parent. I think it's wonderful for the right people. I had the most perfect parents, who encouraged me to be what I wanted to be, made me believe I could do anything I wanted to do. I had a wonderful childhood, and I never believed that I could be the same to a child as [my parents] were to me.



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