

## Paul Taylor

Author, *The Next America*

Paul Taylor is a speaker, writer and researcher who specializes in demographic change and generational trends.

He is the author of *The Next America: Boomers, Millennials and the Looming Generational Showdown* (PublicAffairs) which draws on his work at the Pew Research Center, where he served as executive vice president from 2003 to 2014 and oversaw all demographic research.

Since the initial publication of the book in 2014 (with an updated edition in 2016) he has given more than 150 lectures on generational change to universities (including Yale, Stanford, NYU, Rutgers, Texas A&M, Marquette, LSU), think tanks, civic and professional organizations, elected officials, government executives, media organizations, labor unions, chambers of commerce and businesses (including Aetna, Allstate, General Electric, J Walter Thompson, Macy's, Mass Mutual, New York Life, UBS, Verizon, and Volkswagen).

He currently serves as the senior fellow at Encore.org, a civic group that mobilizes older adults to help children and youth thrive. He appears frequently on television and radio public affairs programs and has written for many of the nation's leading print publications.

Taylor had been a newspaper reporter for 25 years, including 14 at The Washington Post, where he covered three U.S. presidential campaigns and served as bureau chief in South Africa during the historic transformation from apartheid to democracy. He is also the author of *See How They Run* (Knopf, 1990), and co-author of *The Old News Versus the New News* (Twentieth Century Fund, 1992).

In 1996 he founded and for seven years led the Alliance for Better Campaigns, a public interest group that sought to reduce the cost and improve the content of political campaign communication on television. Its honorary co-chairs were Walter Cronkite and former Presidents Gerald Ford and Jimmy Carter.

He has a BA from Yale University and twice served as the visiting Ferris Professor of Journalism at Princeton University

He and his wife live in Bethesda, Maryland. They have three grown children and four grandchildren.