



“Many attempts to communicate are nullified by saying too much.”
-- Robert Greenleaf

Media Relations

From managing communications when representatives were imprisoned in a Middle Eastern country to overseeing media relations for Tennessee’s bicentennial celebration, Don has handled communication challenges from local to international levels.

And whether it’s directing publicity for a 100th anniversary celebration in North Carolina; announcing a global private equity firm’s acquisition of a manufacturing concern with operations in the U.S., Mexico, Europe and China to the business community; or conducting a regional public information campaign for a New York energy company, he knows how to maximize public relations opportunities.

Don also has coordinated media relations for a number of high-profile events on behalf of organizations such as Coca-Cola Bottlers, the International Bluegrass Music Association, LifeWay Christian Resources, Saturn Corporation and the Tennessee Walking Horse National Celebration.

His experience with consumer and trade news media includes:

- ABC affiliates
- American Family Radio
- Asheville Citizen-Times
- Associated Press
- Atlanta Journal and Constitution
- Baptist Press
- Baton Rouge Advocate
- Blue Ridge Broadcasting
- British Broadcasting Corporation
- CBA Marketplace
- CBS affiliates
- Charlotte Observer
- Chattanooga Times-Free Press
- Chicago Tribune
- Christian Post
- Christian Retailing
- Christianity Today
- CNN

- Colorado Springs Gazette
- Crosswalk.com
- Dow Jones Newswires/LBO Wire
- FOX affiliates
- FamilyNet
- “Good Morning America”
- Grand Rapids Press
- HGTV
- Investor Relations (London)
- “Janet Parshall’s America”
- Knoxville News-Sentinel
- Louisville Courier-Journal
- Los Angeles Times
- Moody Radio Network
- Modern Metals
- Nashville Business Journal
- National Public Radio
- NBC affiliates
- “Nightline”
- Orlando Sentinel
- Outreach
- Time
- Religion News Service
- Riverside Press-Enterprise
- San Bernardino Sun
- Skylight Satellite Network
- SRN News
- Syracuse Post-Standard
- The City Paper
- The Religion Report
- The Tennessean
- The Wall Street Journal
- The Washington Post.
- Trade Show & Exhibit Manager
- Trinity Broadcasting Network
- United News & Information
- United Press International
- USA Radio Network
- USA Today