



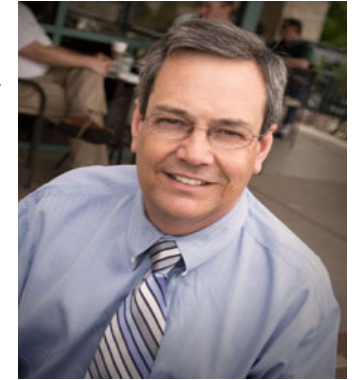
DON MARTIN PUBLIC AFFAIRS

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ABOUT US

Don Martin Public Affairs is an established consulting firm specializing in issues management, crisis communications, media relations and legal support throughout Central Texas. With over two decades of industry experience, Martin provides senior-level direction and strategy to a variety of distinguished clients such as Del Webb's Sun City Texas, Seton Family of Hospitals, Hill Country Galleria, and TXU Energy Services. Whether embroiled in an unexpected situation or seeking a preventative communications plan, Don Martin Public Affairs will assess your challenges and successfully implement a focused response.



EXPERTISE

At the heart of **Issues Management** is a strategic communications plan for quickly addressing critical issues, internal and external messaging, public education and outreach, and professional media management.

Media Relations involves working with key reporters, creating informative social media and web sites, integrating online tools, as well as developing and communicating effective messages to deflect negative attention or elevate a company or an individual's reputation. We maintain strong relationships with local and regional media, including those covering government issues and politics.

Conducting an intensive audit of a company's vulnerability is at the core of a well honed preventive **Crisis Communications** plan. Much like an insurance policy, crisis communications can protect against an unexpected and potentially harmful event. Fortunately, Don Martin Public Affairs is prepared to immediately respond to any breaking crisis, day or night.

We work seamlessly with counsel to provide **Legal and Litigation Support** through targeted media relations, community education and media training.

EXECUTIVE BIO

Don Martin, began his career at the Texas Legislature while attending The University of Texas at Austin, and later wrote the Texas Government Newsletter and "The Voter's Guide to the Texas Legislature." In 1989, Martin opened Don Martin Public Affairs because of his passion for solving complex public affairs issues. He is highly involved in the Central Texas community and numerous organizations including the Real Estate Council of Austin, Public Relations Society of America, Society of Professional Journalists, and the Nature Conservancy. Recently, Martin published "Austin," a book based on collectable postcards chronicling Austin's rich history.