



SPEAKER PRESS KIT

for

LILLIAN McDONALD

DIVERSITY IN COMMUNICATIONS



INTRODUCTION

Lillian McDonald is a television reporter-turned nonprofit executive director and community leader. Known for her energy and enthusiasm for communicating vital information, she has an innate capacity for mobilizing people, organizations, companies, and government entities to combine efforts for a greater purpose. Lillian McDonald is available for speaking engagements, radio and telephone interviews, and other media appearances. In this Speaker Press Kit, you will find the information you need to book Lillian to present to your audiences today!

IN THIS SPEAKER PRESS KIT YOU WILL FIND:

1. Workshops and Areas of Expertise
2. Past Workshops and Speaking Engagements List
3. Short Bio
4. Long Bio and Accomplishments
5. Contact and Booking Information



Lillian McDonald on the set of ECHO TV

PRODUCTS

Event Emcee
Keynote Speaker
Panelist
Workshop/Presentation
Media Interviews



WORKSHOPS

1. Cultural Communications
Communicating with Limited English Proficiency Communities
2. Cultural Awareness
Learning more about refugee and immigrant groups in Minnesota
3. Media Relations
Prepare for emergency communications before the emergency
4. The New American Vote
The power of the new American vote and what it means for politics in Minnesota
5. Immigration Matters
Making sure that all cultures in Minnesota are healthy, safe, and ready

AREAS OF EXPERTISE

Crisis and Risk Communications
Emergency Preparedness
Health Pandemics
Preventative Health
Civic Engagement for Immigrant Communities
Media Relations

PAST WORKSHOPS AND SPEAKING ENGAGEMENTS

1. Emcee of two-day conference for information risk management and security
Secure360 Conference, 2013
2. Keynote speaker at risk communications forum in San Diego, California
San Diego State School of Public Health, 2013
3. Cultural Training
City of Bloomington Police Department, 2013
4. University of Minnesota
5. Drexel University
6. Rotary and Optimist Clubs
7. Public Health Panels
8. Business Continuity and Emergency Preparedness Conferences



Lillian McDonald leading the "New American Vote" Panel



SHORT BIO

Lillian McDonald founded ECHO (Emergency, Community, Health and Outreach) in 2004 in response to the growing diversity of Minnesota's communities and the need for rapid, multilingual communication in the event of an emergency. Prior to working with ECHO, she coordinated risks and crisis communication as the Public Information Officer for Ramsey County Public Health in Saint Paul. Lillian worked for over 20 years as a news reporter, producer and assignment editor for major market radio and television stations in the Midwest, including KARE-TV and FOX-9.



Lillian McDonald on the set of ECHO TV



LONG BIO

Lillian McDonald is the Executive Director for Emergency, Community, Health and Outreach (ECHO), a Minnesota nonprofit agency dedicated to providing multilingual programming to limited English proficiency families so they can be healthy, safe, and ready.

Before founding ECHO, McDonald coordinated risk and crisis communication response plans, media relations, internal and public relations work for as the Public Information Officer for Saint Paul – Ramsey County Public Health.

Lillian also brings with her more than 20 years of professional experience in the communications industry as news reporter, producer and assignment editor for several major market radio and television stations in the Midwest including KARE-11 (NBC) and KMSP-9 (FOX) in Minneapolis and WHO Radio in Des Moines, IA.

Her educational background includes a Bachelor's degree in journalism, teaching credentials in Speech, Journalism, and English, and a Master's degree in Educational/Organizational Development and Communications.

Some of Lillian McDonald's accomplishments include:

- Served as Public Information Officer for FEMA during the emergency response for both Hurricane Katrina and Hurricane Rita.
- Recognized by Rand Corporation and Drexel University for developing a “best practice model” that provides an emergency response and education model for the general public and communities in emergent situations.
- Awarded Certificate of Recognition by Mayor R.T. Rybak for Outstanding Leadership, 2012
- Awarded Outstanding Community Leader Award from Governor Mark Dayton, 2012
- Emmy Nomination; Best Cable Talkshow - In Edina; 2009 - Regional Award
- Emmy Nomination; Best Live Report; 1999 - Regional Award



Lillian McDonald at Pupyaya Thai Event



CONTACT AND BOOKING INFORMATION

Costs associated with speaking engagements vary according to length of presentation, preparation requirements, audio-visual accompaniments, and travel. 100% of revenue generated from speaking engagements goes directly to ECHO Minnesota, a nonprofit 501 (c)(3) organization, tax ID 26-1475578.

To book Lillian for a speaking engagement, contact:

Lauren Rimestad
Director of Marketing and Development, ECHO Minnesota
651-789-4337 (office)
rimestad@echominnesota.org

To reach Lillian McDonald directly, contact:

Lillian McDonald
Executive Director, ECHO Minnesota
651-789-4342 (office)
mcdonald@echominnesota.org

