



DON MARTIN PUBLIC AFFAIRS

Don Martin Public Affairs was founded in 1989, later changing the name to Martin & Salinas Public Affairs in 2001. In November 2008 I re-established Don Martin Public Affairs to return to focusing on personal one-on-one relationships with clients and to provide senior-level consulting services. My specializations include:

Issues Management:

DMPA focuses on managing client challenges and issues by developing a communications plan based on smart strategy and defined goals and objectives. Tools include assessing issues, message research, developing key internal and external messages, targeting audiences, enforcing message discipline, and coordinating legal issues with the communication needs of the organization. Research helps us target which messages appeal to certain audiences to reach the right audience at the right time with the right message. We also manage public referenda and issue-related campaigns.

Communications Strategy:

We assist your team or legal staff by coordinating strategy and lobbying-related services in the Central Texas area. We facilitate building community support and public approvals for a wide range of projects and public issues using a variety of traditional and cutting-edge web-based tools. Developing the right strategy for the team and re-enforcing the message correctly is the key to success.

Media Relations:

Our long-term media relationships and expertise benefit our clients by getting their issues the attention that is needed where and when it is needed. Or diverting attention if desired. One-on-one meetings with the correct media representatives for the issue, and planned messaging to local, state and national media are a few of our strengths. We also offer key Internet strategies, Search Engine Optimization (SEO) and individualized media training.

Crisis Planning:

A crisis is really too late to begin planning. Fortunately crisis response can be managed ahead of time with a variety of tools, reviewing potential crisis opportunities, and by having some basic messaging in place. Advance crisis planning in a general, based on your organization with a survey of possible issues, can help provide security before a crisis hits. In a crisis, for example, it is not enough to say "no comment," – your issue *will* likely be reported, but fortunately with planning you can control accuracy and tone of your message.

Government Affairs:

We have considerable experience in working with local governments in the Central Texas area to assist in educating and influencing staff and public officials, neighborhood outreach and public involvement, and obtaining governmental approvals for a wide range of projects. Also we can manage issue and referenda campaigns when needed. We provide both direct lobbying-related services, or we can coordinate with others on the team who are handling lobbying.

www.DonMartin.com

901 Rio Grande, Suite 203 | Austin TX 78746 | (512) 328-2900

Don Martin Biography



I founded Don Martin Public Affairs in 1989 because of my passion for solving complicated public relations and public affairs issues. That passion is as strong today as it was more than 21 years ago.

My company was founded to help companies develop strategies to manage and solve critical issues, communicate internally or publicly about an issue or about their business, to help them deal effectively with the news media and social media, to deal with government-related issues, to plan for or deal with an emerging crisis, or to help with their public relations needs.

I provide senior-level consulting in public affairs and public relations in Austin and Central Texas. I also work with the best-of-the-best of related consultants in graphics, web design, social media, video, print, legal, public opinion polling and other disciplines.

I am a past member of the Capitol Press Corp and am an active member of the Society of Professional Journalists, the Public Relations Society of American (PRSA) and Austin, and Texas Public Relations Association (TPRA). I won a TPRA “Texas Silver Spur” award for my work with Sun City Texas in Georgetown.

In the community, I am currently a member of the Seton Williamson Board of Directors, Board of Envision Central Texas, and Executive Board of the Real Estate Council of Austin (RECA). I am a past member of Board of Directors for both the Austin Chamber of Commerce and Georgetown Chamber of Commerce. I was a member of the Leadership Austin Class of 1984 and Chair of Leadership Austin in 1991. I founded the Austin Chamber’s Project Greenscape program, and co-chaired the Corporate Headquarters Task Force. I am on the steering committee of Take On Traffic, was co-founder and chair of Citizens for Mobility, and on the board I am a member of Opportunity Austin 2.0, and Round Rock Momentum.

In the past I worked with numerous campaigns including, among others, serving as Co-Chair and campaign manager for the 1993 Bergstrom Airport referendum, campaign manager for the “Roads for Round Rock” ½ cent sales tax campaign, and campaign manager for the Dell Diamond / Round Rock Express bond referendum. And was co-manager for the 1991 Bruce Todd for Mayor campaign, and General Consultant for the 1994 Mayor Todd Re-Election campaign.

A portion of my public affairs clients are related to real estate and I have a personal background in real estate development as well. I was previously managing partner of Street-Martin Companies, and then Austin managing partner of Luedtke Aldridge Partnership of Dallas. I have personally built townhomes, residential condominiums, offices, office condominiums, and retail, but my primary activities have been in master-planned land development. Among other projects, I co-developed with my partner Bill Smalling two master-planned mixed-use projects – San Gabriel Village in Georgetown, and La Frontera in Round Rock.

Immediately out of college at the University of Texas at Austin (where I also worked in the Texas Legislature while attending school) I was an original founding partner in Legi/Slate, a computerized bill and vote tracking business that was later sold to The Washington Post. I also published and edited Texas Government Newsletter for five years, and wrote several compilation books on votes taken in the Texas Legislature, and The Guide to the 67th Legislature.

I also recently wrote a book on Austin history. “Austin” was published by Arcadia Publishing in May 2009. The book is available in all major bookstores and Austin museum stores, on-line at the major on-line booksellers such as Amazon. I am also the author of a “Do It Yourself Workbook for Online Reputation Management” from www.reputationworkbook.com

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Representative Community Organizations:

Board of Directors Envision Central Texas
Board, Seton Williamson Foundation
Real Estate Council of Austin, Exec Committee
Transportation Chair RECA
Board of Directors, Austin Chamber of Commerce
Board of Directors, Georgetown Chamber Commerce
Round Rock Chamber membership committee chair
Texas Nature Conservancy, events committee
Austin Chamber Corporate HQ Task Force
Founder /Chair, Austin Chamber Project Greenscape
Hill Country Conservancy
Leadership Austin Class of 1984-85

Chair, Leadership Austin 1990-91
Co-Chair, Bergstrom: A Clear Approach
Urban Land Institute
Downtown Austin Alliance
Austin Heritage Society
Save Barton Creek Association
Sierra Club
National Association of Real Estate Editors
Society of Professional Journalists
Board, Public Relations Society of Austin
Public Relations Society of America
American Society of Environmental Communicators

Recommendations:

"Don is the absolute best communications and community relations consultant in central Texas. He is experienced, wired and a pro in every sense of the word." [Ken Plonski, Master Planned Communications.](#)

"Don Martin is one of the best in business for public affairs in the Austin region. He is personable, knowledgeable and gets results. Don's ability to think "outside of the box" and produce a high quality work product is impressive." [Wendy Foster, Winstead Consulting.](#)

"Don's depth of knowledge about PR, governmental affairs and business in multiple industries coupled with his expertise at strategy and process makes him an extremely valuable part of any team. This is a man who can get things done" [Ruben Rodriguez](#)

"Don Martin provides valuable advice and quality results in building relationships with various publics. His depth of experience and knowledge combined with his ability to produce professional communication pieces makes him a valuable partner on any team." [Connie Watson, Williamson County](#)

"Don is a cool and thoughtful hand when there is a PR crisis. But more importantly, he is someone you want on the team before there is a crisis. He has a keen sense of anticipating issues before they arise, which allows the team to address them proactively before there is a problem. To boot, he is a heck of a lot of fun to work with." [Phillip Schmandt, McGinnis, Lochridge & Kilgore](#)

"Don is very knowledgeable in the areas of consulting, strategy, and lobbying and has been very helpful to our firm's clients in the facilitation of governmental and community approvals for various projects. He is one of the very best in his field, and I highly recommend him." [Nikelle Meade, Brown McCarroll](#)

"We hired Don to advise us on a complex public-private project we were undertaking in Central Texas. He immediately stepped up to the plate contributing to our successful strategy and all elements of the project from the early public approvals to the ultimate construction and commissioning of the project. To this day, Don has remained a role model for me on how to undertake complex and challenging real estate projects and have fun while you're doing it!" [Eduardo Martinez, The Aventa Group](#)

"I managed a high-profile public construction project that carried a long lead time, and required public affairs support and a well-thought out strategy to win. Don Martin provided the right contacts, strategy and insight to help us navigate some choppy waters and win the project. Don knows how to win." [Tim Garbutt](#)

"Don's attention to his client's needs is evident in the detail he pays to every aspect of a campaign. I can highly recommend Don to those who want to do business in the Austin area, or who need public consent, or to conduct public education on issues necessary government approvals. He knows how to play the political game in Austin, and he has earned enormous respect from those who are familiar with the Austin political landscape." [Monica Davis, The Davis Group](#)

"Don understands the process by which public policy gets made backwards and forwards. He is dedicated to his clients, which is why he accomplishes so much for them. On the few occasions when Don and I have disagreed over an approach to public policy, he has always been exceedingly gracious and responsive to me where we could find common ground, which is most of the time. Finding common ground is the key to getting anything done; Don has that skill in abundance. He is a true public-policy expert." [Alfred Stanley, Stanley-Garrison & Associates](#)

Sample Clients:

AT&T Wireless
Austin North Marriott
Bergstrom Airport
Referendum
BFI / Allied Waste
Blockbuster
Boot Ranch / Hal Sutton
Brightman Energy
Cencor Realty / Cencor Urban
Central Texas Regional
Mobility Authority (CTRMA)
Cimarron Hills
ConcessionAir
Constellation Property Group
Dal/Can
Delaware North
Dell Computer Corp.
Del Webb Corp.
Del Webb's Sun City Texas
DR Horton
Dwyer Realty Co.
Endeavor Real Estate
eMDs
FaulknerUSA
Fineline Diversified
Development, Inc.

Halcyon Associates
Hill Country Galleria
IDM America
Jacobs Engineering
Kennedy Wilson
Koontz-McCombs Corp
La Frontera
Longhorn Pipeline
Magellan / Flying J
Mayor Bruce Todd Campaign
Morrison Knudson
Nature Conservancy of Texas
Northern Edwards Aquifer
Resource Council
Oncor Energy / Luminant
Pioneer Crossing
Post Properties
Pulte Homes
RJR Sports
Round Rock Express Stadium
Referendum
Round Rock half-cent
Transportation Referendum
Round Rock Liquor Election
San Gabriel Village

Seton Family of Hospitals
Southland Corporation
Spurs Sports &
Entertainment
Star Shuttle
Sustainable Water
Resources, LLC
Synermark
Taisei Construction
Taisei Construction
Texas Heritage Bank
Texas Utilities / TXU
The Nature Conservancy of
Texas
Tokyo Electron
Transit Village Investments
U.S. Postal Service
Village at Westlake
Wal-Mart Stores, Inc.
Alice Walton
Waste Management (WMI)
Waterstone Development
WaterTexas
Williamson County
Conservation Foundation



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Contact Information