



## Doris E. McMillon

**Doris E. McMillon** is the President and Chief Strategic Officer for **McMillon Communications, Inc.**, a full-service communications firm specializing in strategic positioning and effective communications. Based outside of Washington, D.C. in Fort Washington, Maryland, McMillon Communications, Inc. represents, a powerful blend of branding communications to tactics to cultivate business success for agencies, non-profit organizations, and corporate entities. With a myriad of exceptional talent and diverse media experience, Ms. McMillon brings unequaled leadership and qualifications to establish McMillon Communications, Inc. as a top notch communications firm. Clients benefit from a variety of staple services including influential media training, key message development, executive presentation coaching, image consulting, customer service training, facilitation and moderation, and video production.

McMillon's communications savvy has afforded her the opportunity to be an instructor at the Graduate School USA in Washington, D.C., where she teaches all levels of government employees how to communicate effectively in their workplace. McMillon is also the co-author of, **The ABC's of Media: Turning Negative News into Positive Press**. Readers will learn how to give a great interview for Radio, TV, Print and Social Media.

McMillon is the 2012-2013 President of the Women Business Owners of Prince George's County.

A veteran journalist, newscaster and producer, this communications strategist has more than three decades of business experience with work spanning posts at major market radio stations, cable television networks, and three major networks, where she created the innovative concept of *Excellence in Communications*<sup>TM</sup> – a baseline principle focused on executing effective communication for business representatives. “How we communicate, whether in the written or spoken word, is the basis for how our message is sent and received. Knowing how to deliver your message will determine your success in the marketplace.”

As a television and radio professional for three decades, McMillon has been appointed to serve as a Commissioner for the Prince George's County Cable Commission. McMillon's career has spanned the nation and the international community. In addition to anchoring and hosting programs for the former United States Information Agency, Ms. McMillon reported for WJR Radio in Detroit, Michigan. She was a correspondent and anchor for the NBC Radio Network in New York. When she moved to television, she co-anchored and reported in prime-time news hour slots at WABC-TV, Eyewitness News including tenure at Metromedia/Fox New York flagship station, WNTW-TV, where she went undercover as a welfare recipient for the hard-hitting, Emmy Award winning series, *The Welfare Rip-off*. Her stellar career took her to WJLA-TV and Black Entertainment TV in Washington, D.C. Such experiences have afforded Ms. McMillon the innate ability to empathize at every level in order to help any individual express themselves effectively. This McMillon Communications, Inc. specialization cumulates in the clients' ability to strategically and successfully communicate key messages to influence and deliver results.