



## **FCP Acquisition**

McDonald Public Relations, Inc. (MPRI) acquired Full Circle Productions, an 8-year-old video production company also based in Austin, Texas, on Aug. 16, 2007, in order to more fully serve current and future clients.

Since its founding 13 years ago, McDonald PR has established itself as one of the top-grossing locally owned public relations firms (*Austin Business Journal, Book of Lists, 2008*) by offering a complete portfolio of communications services.

“McDonald Public Relations is expanding its offerings with this acquisition by bringing complete video production capabilities in-house,” MPRI owner Chuck McDonald said in describing the acquisition.

“Our clients require – and audiences today expect – message delivery to occur in both print and visual forms. This acquisition enables MPRI to fulfill these needs and expectations,” he said, adding that at the time of the acquisition MPRI had helped produce the video presentation for the state of Texas' proposal to host the \$1.5 billion FutureGen energy project.

Full Circle Productions is housed at MPRI's expanded location in downtown Austin at 807 Brazos Street.

Full Circle is known for providing top quality, turnkey video services including training and educational videos, public service announcements, commercials, and live event documentation. Its products range from 30-second commercials to full-length documentaries.

Since 1996, MPRI has provided media relations, communications strategy, legislative outreach, grassroots/community relations, coalition development and crisis management services for local, state and national accounts.