



www.mckinneymedia.co

Carter McKinney

**FOUNDER OF MCKINNEY MEDIA
ENTREPRENEUR, EDUCATOR & KEYNOTE SPEAKER**

MEDIA KIT

Meet Carter

**FOUNDER OF MCKINNEY MEDIA
ENTREPRENEUR, EDUCATOR & KEYNOTE SPEAKER**

Carter McKinney is an award-winning entrepreneur, educator, media strategist, and founder of McKinney Media, a multi-division creative institution serving businesses, nonprofits, educational institutions, government agencies, and community organizations.

After beginning his career as a photographer, Carter expanded into videography, marketing strategy, live events, education, and public engagement. Today, he helps entrepreneurs and organizations strengthen their operations, communicate with credibility, and build communities rooted in trust.

His work has been recognized by the United States Congress, the Pennsylvania House of Representatives, and the City of Bethlehem.



1M
Annual Impressions



AWARDED
By municipal, state, & national institutions



10K
Email subscribers



SPEAKING TOPICS



Entrepreneurship Beyond Hustle Culture

Hustle without structure leads to burnout and short-term wins. This keynote reframes entrepreneurship around discipline and systems that build sustainable businesses.



Building Community With Intention

Community isn't about attention, it's about trust. This keynote focuses on what it actually takes to build and sustain community that matters.



Your Online Presence Is Your First Impression

Before a meeting, a vote, or a purchase, people search, your digital presence speaks first. This keynote shows how media, branding, and marketing shape credibility and how to align your online presence with who you truly are.

AS SEEN IN



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Testimonial

Carter is a true force of empowerment and inspiration. I first met him during a community service event at a Recovery Center, where his passion for helping others was undeniable. As a guest speaker in the Catalyst 4 Entrepreneurship class for men and women restarting their lives, he didn't just participate, he transformed the class. Carter has a rare gift for connecting with people, turning lessons into real-life empowerment, and making everyone feel capable, motivated, and confident in their potential. His presence ignites energy, fosters growth, and leaves a lasting impact on every person fortunate enough to learn from him.

Robin Chontos, Community Connections Director

The Podcast

@THEENTREPRENEURSClub.US

The
ENTREPRENEURS'
Club

The Entrepreneurs Club Podcast is a platform for honest conversations on entrepreneurship, leadership, creativity, and community impact. Hosted by Carter McKinney, the show highlights real stories and lessons from founders and leaders building with discipline, responsibility, and long-term vision.



MOST DOWNLOADED EPISODES

Ep 1: From Veteran to Visionary

with guest Jennifer Foxworthy

Ep 2: Overwhelmed by Change?

with guest Jevata Crawford-Bosket

Ep 3: How to Find Your Peace

with guest Juliana Silva

Ep 4: From Prison to Purpose

with guest Positive Kyle Lassiter

STATISTICS

10k+

monthly email list

4.9

podcast rating

OUR AUDIENCE

90%
women

70%
25-31 yrs old

57%
USA



WHO WE WORK WITH

We work with government agencies, educational institutions, nonprofits, and businesses focused on leadership, growth, and public engagement. Our partners value clarity, responsibility, and long-term thinking, and are committed to serving their communities with intention and impact.

WHAT YOU CAN EXPECT

You can expect thoughtful preparation, a grounded and professional delivery, and content tailored to your audience and goals. Each engagement emphasizes practical insight, clear takeaways, and respect for organizational culture and context.



(484) 222-5062

hello@mckinneymedia.co

www.mckinneymedia.co



GET IN TOUCH

For speaking engagements, media inquiries, podcast features, or partnerships, connect with the McKinney Media team. We welcome conversations with organizations, institutions, and individuals interested in thoughtful collaboration and public engagement.