



[www.mckinneymedia.co](http://www.mckinneymedia.co)

*Carter McKinney*

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

**MEDIA KIT**

# Hey, I'm Carter!

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

I'm an award-winning entrepreneur and educator born in Pittsburgh and raised in Bethlehem, Pennsylvania, and the founder of McKinney Media, a community-centered creative institution focused on leadership, storytelling, and public engagement.

My work connects business, creativity, and community, helping individuals and organizations communicate clearly, lead responsibly, and turn vision into execution through real-world experience and long-term thinking.



**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

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### **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

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## OUR AUDIENCE

**90%**  
women

**70%**  
25-31 yrs old

**57%**  
USA



## WHO WE WORK WITH

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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

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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.



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## 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.