

# Margaret McAllister

Margaret "Meg" McAllister has over twenty years of public relations and marketing experience to her credit. Originally intending to become a criminal attorney, Meg left law school to pursue an MBA in marketing and publicity. A unique internship experience at Rogers & Cowan Public Relations led to her first full-time PR job, handling such notable corporate and entertainment clients as Nabisco, Newman's Own Foods, AT&T, Peter, Paul & Mary and the Rolling Stones.

After leaving Rogers & Cowan, she went on to an account executive position with Dobbin-Bolgia Associates, a powerful boutique firm in the consumer electronics industry. There she handled a variety of accounts, from programming publicity and promotions for Showtime and The Movie Channel, to informational road tours for TDK Electronics and Satellite TV Week Magazine.

Meg's longest continuous "tour of duty" was with a publishing specialty division of Ruder Finn Worldwide, where she quickly rose from the ranks of senior publicist to vice president. Specializing in publicity and events for high-profile literary and celebrity clients, she worked with such well-known names as John Updike, Anne Rice, John Gray, Jay Leno, Joan Rivers, Charlton Heston, Sophia Loren and Richard Simmons. She has also worked with some of the best-known magazines on newsstands today including Ladies Home Journal, People, Consumer Reports and Time. She also consulted with an internal group specializing in the cross-promotion of product in the mainstream and Christian market, where she represented such notable figures as Hugh Downs, Robert H. Schuller and Evander Holyfield.

In addition to publishing publicity, Meg also oversaw the development and implementation of long-term, full-service publicity campaigns for a variety of companies and non-profit organizations, including Good Times Entertainment, PBS, Nickelodeon, the American Diabetes Association and the Muscular Dystrophy Association. At Ruder

Finn she also honed her skills in pharmaceutical launches, non-profit publicity, and celebrity partnerships.

In 2000, Meg decided to take the leap and open a firm where, in her words, "the focus could be on building relationships based on high levels of client service, not just on money." Along the way, partners and powerhouse talents, Darcie Rowan and Walter Yeoh, helped to shape that original concept into the firm McAllister Communications.

After the departure of Yeoh in 2004, McAllister and Rowan continued to build and expand the company's services and client base, utilizing their consumer media skills to the benefit of numerous clients branding new concepts, products, causes and images such as Airborne Health, Busch Gardens Entertainment, the Center for Arts Education, and the Capital Concert Series. In addition, Meg and Darcie are sought out by numerous small publishers and self-published authors for consultation on ins and outs of the publishing process - from the actual printing of the book to the publicity to promote it.

In 2007, McAllister Communications became the McAllister Rowan Communications Group, and Darcie and Meg, along with a team of publicists, oversee publicity and media branding campaigns from offices in New York, Chicago, and Toronto.

A Bachelor of Science and MBA graduate of St.

John's University in New York, Meg handles the day-to-day operation of the company's Toronto office when she's not on a plane heading to wherever the client needs her. In her free time she enjoys expanding her skills as an amateur decorator, reading trashy fiction, and relaxing with friends. She resides in the Yorkville neighborhood of Toronto.

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