

Company History

The reputation management and strategic marketing communication company known today as Massey Communications, Inc. was founded in June 1985 in downtown Orlando by Todd Persons. A former print and television newsman, Persons formed the public relations agency, then called Todd Persons Communications (TPC), to represent both local businesses and companies wishing to enter the booming Central Florida market.

The ensuing years saw TPC grow in size and in its service offerings, specializing in larger corporate clients, political candidates and companies in need of crisis media management. In 1987, the agency added an advertising department specializing in creative development and direction, graphic design and media placement.

In 1990, Persons formed a professional partnership with longtime associate Carol Brinati and in 1995 the firm was re-named Persons & Brinati Communications (PBC). PBC continued to grow, gaining the respect of the news media and government officials throughout Central Florida, and expanding its client base to include regional, national and international organizations. PBC represented the City of Orlando as one of the venues of the 1994 World Cup Soccer Tournament. The firm also represented the city during soccer events held in Orlando during the 1996 Olympic Games.

In 1997, the agency welcomed Harvey L. Massey as the new majority partner. Massey, founder and president of Massey Services, Inc., a highly successful, regional pest prevention and lawn care company, had been a valued client of the firm since 1986. The company was re-named Massey♦Persons♦Brinati Communications, and its headquarters was moved to Maitland, Florida, a suburb of Orlando.

The agency continues to strengthen its brand as a leader in the art and science of “reputation management”. Under that banner, the firm has expanded into areas of strategic counseling, crisis management, media training and web site design while continuing to grow its traditional advertising and public relations base.

In 2001, MPBC President Carol Brinati left the firm to become director of communications for the Catholic Diocese of Orlando, which remains a client of the agency. Bud Brewer was named President in 2002. In 2003, Massey Communications Board of Directors chose to re-name the agency MPB Communications to reflect its heritage as well as pass tribute to its former owners, Todd Persons and Carol Brinati. MPBC has received numerous awards and accolades. In 2001, Orlando Magazine named MPBC “*Best PR Firm*”. Todd Persons received the “*Outstanding PR Professional*” award in 1992 presented by the Central Florida Chapter of the Florida Public Relations Association, and was named “*Best PR Professional*” by Orlando Business Journal in 2000 and again in 2001 and 2002. The agency also earned a Florida Public Relations Association Image Award in 2002 for collateral materials prepared for Arvida’s Victoria Park.

In November of 2007, MPB Communications and its board of directors chose to remain consistent with the brand, and capitalize on the Massey Services reputation; they agreed to change the name to Massey Communications.

Massey Communications remains one of Central Florida’s top Public Relations, Advertising and Strategic Marketing organizations, serving clients such as Massey Services, Wal-Mart, Turner Construction, CSX, BlueCross, BlueShield, Mercedes Homes, Orange County Supervisor of Elections, UCF and many more.