



We want to tell your story.

You want to grow your business, support your team and make the world around you better. We want to help. We're storytellers. And we love to tell stories about people and companies that are having a positive impact. You've probably never worked with a firm like ours. We want to help you build relationships that also build your bottom line. We're high-touch, experienced, and just as comfortable in the trenches as in the board room. **We're the team who will dig in. We want to tell your story.**

WHAT WE DO

Whether you know exactly what you need, or you aren't even sure where to start, our process begins with you. We learn about your company, build an understanding of what you want to accomplish, and then show you how our expertise can help.

We can offer any one of these services on a stand-alone basis, build a customized comprehensive package of services or even become part of your leadership team as a fractional communications executive.



GET IN TOUCH

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OUR SERVICES

01 MEDIA

Public Relations

- Media Relations
- Community Engagement
- Crisis Communications
- Media Training

02 MESSAGING

Strategic Consulting

- Internal Communications
- Message Building
- Comprehensive Communication Plan
- Fractional Communication Executives

03 CREATIVE

Content Creation

- Video Production
- Thought Leadership
- Collateral Design
- Copywriting

04 SOCIAL

Digital Storytelling

- Social Media Strategy & Audit
- Content Management
- Measurement & Reporting
- Consulting

WHO WE ARE



Bill Shory, CO-FOUNDER/PRESIDENT

Bill, a four-time Emmy winner, spent two decades leading newsrooms in 6 different cities and is passionate about telling stories - especially when they involve people making their communities better. In 2020, he started FDLC alongside his business partner and friend, Tara Goode, with the goal to get back to human-centered communications. He is an expert on learning an organization's story quickly and helping it reach target audiences. Bill has a love for great food, horse racing, and bourbon - the Louisville trifecta!



Taylor Durden, PARTNER/CONTENT MANAGER

Taylor spent nearly seven years working in local television newsrooms as a weekend anchor and reporter. A California native and a die-hard Texas Longhorns fan, Taylor was nominated for a 2019 Emmy award and won an Edward R. Murrow award for a documentary she produced. Her passion for shooting videos, writing, and being around people in the community is what led her to begin a career in TV news, and continue it with FDLC. She now helps companies craft effective communication strategies for their internal teams and external audiences.



Meg Wenning, PARTNER/DIGITAL STRATEGIST

Meg, an Indiana University alumna, spent four years as a highly effective general and special education teacher. Meg collaborated with other educators and administrators to use data-driven tactics and research-based strategies to promote growth and awareness for struggling students. She has successfully created professional development opportunities for educators and created exceptional virtual lessons for public school students. She now puts those skills to use creating content for FDLC and our clients on social media and other platforms.



Sean Baute, CONTENT STRATEGIST

A Northern Kentucky native, Sean has a passion for telling the stories of every day Kentuckians and building relationships with companies that are making a difference in their community and beyond. Sean graduated from the University of Kentucky, where he started his career in local television, working in newsrooms in Lexington, Bowling Green and Louisville, covering the most impactful stories statewide. Now he uses his storytelling experience to tell stories for FDLC clients through video and written content.



Tara Leigh Goode, CO-FOUNDER/STRATEGIC PARTNER

Tara Leigh Goode is a seasoned communication expert with 16 years of experience in strategic communications, public relations, branding, and relationship-building across public and private sectors. She excels in distilling complex technical concepts for diverse audiences, particularly in infrastructure projects and the global weather and energy data industry. As a co-founder and minority partner of Fleur de Lis Communications, Tara continues to guide companies in crafting effective messaging and communication strategies.

WHO WE WORK WITH

