

A. Larry Ross

Larry Ross has 32 years experience in mainstream and Christian public relations, providing strategic PR counsel at both agency and corporate levels to help individuals and organizations influence public opinion.

Following several years in the late seventies as field spokesman for the General Motors Corporation, Mr. Ross has been involved with various public relations firms in New York, Philadelphia and Dallas. After handling media positioning for baseball great Joe DiMaggio, he has served as principle spokesperson for evangelist Billy Graham since 1981.

In 1994, Mr. Ross founded A. Larry Ross Communications, a full-service agency that provides cross-over media liaison emanating from or targeted to the Christian market. His work includes consultation and ongoing representation for many of the world's most influential Christian leaders, ministries and churches. Current and recent clients include Pastor Rick Warren, Promise Keepers, Compassion International and Bishop T. D. Jakes, to name a few.

"Newsweek" magazine headlined Mr. Ross as "Point Man for God;" "The Dallas Morning News" opined, "he can get you out of a PR pickle;" and the "New York Times Magazine" quoted him as saying his job is "...to find the sweet spot where faith and culture intersect."

Mr. Ross' mission is to "restore faith in media," by providing "value-added P.R. that defines values" and gives Christian messages relevance and meaning in mainstream media. In recent years, this has expanded to faith and family films, helping some of Hollywood's biggest studios market entertainment projects with a purpose, such as "The Passion of The Christ."

Mr. Ross is a graduate of Wheaton College in Illinois. He and his wife Autumn have three teenage sons, and live in Carrollton, TX.