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**AWARD-WINNING TELEVISION NEWS JOURNALIST AND THOMAS JEFFERSON/SALLY HEMINGS HEIR SHANNON LANIER TAPS NO SILOS COMMUNICATIONS GROUP FOR BRAND MANAGEMENT**

DALLAS, TX | HOUSTON, TX-- (September 25, 2019) If you've logged onto Instagram and seen Houston television news anchor Shannon LaNier ([@MrShannonLanier](#)) in a dance off with his wife and three kids, you may not realize that he is also the sixth great grandson of President Thomas Jefferson and his slave Sally Hemings. Now, he wants to change that. The TV anchor with a platform focused on active fatherhood, diversity & inclusion, ancestry research, personal branding and entrepreneurship has signed with Dallas-based [no silos communications group \(NSC Group\)](#) to manage his brand. The account will be personally led by principal, serial entrepreneur and former Fortune 10 executive, [L. Michelle Smith](#), an award-winning marketer, elite communicator and executive and business coach who has negotiated corporate deals between major corporate brands and talent, influencers and celebrities.

"It's time to expand my reach and develop relationships with organizations that seek a uniquely human and inspiring connection with their customers, employees and anyone they touch," said LaNier. "I believe this new relationship with NSC Group will provide me with that, and the fact that L. Michelle and I have so much in common when it comes to my platform to reach entrepreneurs, advocate for diversity and inclusion, signals that our alignment will only benefit our brands."

LaNier is the co-author of *Jefferson's Children: The Story of One American Family* with photographer Jane Feldman. It chronicles the story of President Jefferson and Hemings and the family ties throughout time to now, where LaNier finds himself—the sixth great grandson of the two historic figures. It positions him uniquely to spur conversations about the history of race in America and its current state when it comes to diversity and equality.

With #DaddyDuty365, LaNier has carved out a compelling and adorable call to action for parents and especially fathers to be active and engaged in their children's lives. On social media, the platform resonates like a bite-sized reality show, but he is also bringing it to life with a new podcast launching in November. A talented and engaging speaker, the digital initiative is quickly producing opportunities. Earlier this summer, the National Urban League Conference invited him to host a workshop for busy fathers wanting to be more active dads on duty 365 days of the year—like styling their daughter's hair and simply spending quality time with their children.

If that isn't enough, you can catch LaNier each morning on Houston's CW39 as a morning news anchor.

NSC Group will handle corporate relationships and deal-making for Lanier, along with any sponsorship or brand ambassador deals, promotional appearances. The agency will handle the negotiation of other paid engagements, influencer and speaking opportunities as well.

To book LaNier, please call 214-523-1453 or submit a [request](#).

NSC Group is one of six brands owned by [no silos communications, LLC](#), which specializes in developing rock star leaders and brands that thrive at the intersection of tech, culture and business. It is also the parent company of several media, content, coaching and consulting brands, fueled by tech. Brands include NSC Executive, Career and Business Coaching, NSC Strategic Consulting, The Culture Soup Podcast®, The 30 Minute Mentor™ and L. Michelle Smith, pro speaker, author and executive & business coach.