

Mullaney to Florida Equine Communications

By Blood-Horse Staff



Photo: Courtesy Florida Equine Communications

Mike Mullaney

Mike Mullaney, a long-respected journalist and publicist who currently serves as executive director of the New York State Horse Breeding Development Fund, will be returning to his former home state of Florida to serve as the managing editor of Florida Equine Communications in Ocala.

The announcement was made by Lonny Powell, FEC publisher and chief executive officer and CEO of the Florida Thoroughbred Breeders' and Owners' Association, and Brock Sheridan, editor-in-chief. FEC is a wholly owned subsidiary of the FTBOA.

"We have a solid team here at FEC and FTBOA, and I have every expectation that Mike will be a great fit and an immediate impact player," Powell said in a release. "He brings to the table a proven background in journalism, publicity, and the Florida Thoroughbred industry, particularly with his long stints at *Daily Racing Form* as a features and regional editor followed later by his media relations directorship at [Gulfstream Park](#).

"Toss in his other communications, management, magazine, and even his current breeders' fund administration and related duties in New York, and it is difficult to imagine anyone better suited to join Brock and our team as managing editor."

Mullaney has more than 10 years of experience running the media relations department at Gulfstream in Florida.

"It's very exciting to once again be part of a talented team that represents Thoroughbreds and the state of Florida," Mullaney said. "Some of the FTBOA staff I have met prior to my arrival, some I haven't. Whether I became acquainted with them personally or by reputation, the common thread is an unwavering work ethic and dedication to this industry."

Mullaney will work with Sheridan in producing and editing the company's four primary publications: *The Florida Horse* monthly magazine; *Wire to Wire*, a daily Thoroughbred digest, *Wire to Wire.net*; which is distributed daily at all Ocala Breeders' Sales auctions; and *Horse Capital Digest*, the official publications of the world-class Horses In The Sun show held each year in Ocala from January through March.

He also will assist the company's ongoing expansion plans into the digital and broadcast arenas, including current television program Thoroughbred Week, website development, and social media.