



# CAPABILITY STATEMENT

UPDATED, JUNE 2025

## OUR CORE COMPETENCIES INCLUDES:

- Public Relations & Media Strategy
- Brand Development & Campaign Messaging
- Content Creation (Photo, Video, Copy)
- Crisis Communications
- Business/Brand Digital/Social Media Audit & Analysis
- Website Management & Digital Integration
- Graphic Design & Visual Communications
- Photography/Videography
- SEO/Social & Digital Communications
- Public Speaking & Liaisoning
- Mental Health Workshops, Trainings & PR Education

WE ARE YOUR VOICES OF HOPE!

KD-PR, LLC; KD Public Relations

Natchez, Mississippi

(601) 433-6720

KDPublicRelations2@gmail.com

[www.KatThePRPrac.com](http://www.KatThePRPrac.com)

DUNS: 119403279 | CAGE: 12HM7 | UEI: JBPMDAADW136

Entity Type: Woman-Owned, Minority-Owned Small Business

NAICS Codes: 541820 (Primary), 541613, 541430, 541511, 541810, etc.

SCAN & EXPLORE:







# EXECUTIVE SUMMARY

## WHO WE ARE:

KD Public Relations (KD-PR, LLC) is a woman- and minority-owned Public Relations Agency led by Katherine De'Na Parker—an award-nominated journalist, seasoned PR practitioner, and Certified Peer Support Specialist Supportive Supervisor.

With formal and educational training in journalism and mass communications and over a decade of field experience, Katherine founded KD-PR in 2016 to help brands and communities tell their stories with clarity, strategy, and care.



KD-PR, LLC: KD Public Relations, LLC  
EIN: 82-0444444 | 504.555.5555  
Corporate Office: 800.555.5555  
Contact: Katherine De'Na Parker, CEO  
Email: kdpr@kdpr.com | 504.555.5555  
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## OUR APPROACH:

By merging traditional media insight with trauma-informed communication, KD-PR delivers high-impact public relations solutions through an equity and mental health lens.

As one of the **only peer-led PR agencies in the United States**, we humanize brand messaging and stakeholder engagement using "Lived Experiences" as a strategic advantage—not a setback.

## OUR MISSION: *Organizational and Community Growth:*

Building systems of support, advocacy, communication, while elevating voices from the margins to mainstream, corporate offices.

## WHAT WE DELIVER:

From grassroots advocacy to government contracts, KD-PR designs relationship-based campaigns that earns trust, sparks engagement, and transforms public narratives.

We guide clients through crisis, growth, and rebranding with emotional intelligence and proven communication science.

## OUR VISION: *The Voices of Hope:*

Driving a strategic communications landscape where ethical strategy, inclusive storytelling, and trauma-informed messaging lead every conversation and interaction.

## POLICY COLLABORATIONS THAT DRIVE CHANGE:

KD Public Relations collaborates with federal, state, and local leaders to improve communication equity and mental health access. Our work with the U.S. Department of Justice, The Mississippi Department of Mental Health, and the Department of Education has supported peer/parent advocacy, youth engagement, and systemic reform across underserved communities.







# CORE CAPABILITIES

## OUR CORE COMPETENCIES:

- Strategic Communications, PR & Marketing Campaigns
- Media Relations & Press Agency
- Community Engagement & Stakeholder Outreach
- Crisis & Reputation Management
- Graphic Design, Branding & Visual Identity
- Internal Communications & DEI Alignment
- Website & Social Media Management
- Photography & Videography (Licensed/Published)
- Event Production & Messaging Logistics
- Trauma-Informed CPSS PR Strategy
- Book Editing, Layout & Publication

## PAST PERFORMANCE:

- Fitness Depot - Marketing & PR Launch (2011-2013)
- City of Hattiesburg - PR Assistant, Weather Channel Collaboration (2014-2015)
- Dr. Ikechukwu Okori - The Right to Arrive (2016-2017)
- Danny Shows for Mayor - Campaign Strategy & Media Outreach (2017)
- Crew No. 8434 - Book Editing, Publication & Launch PR Campaign (2017-2019)
- PG Technologies - Grand Opening & Media Coordination (Dec 2017)
- WHJA & Eternity Action Alliance - PR, Backpack Drives, Crisis Relief (2017-2018)
- Southeastern Baptist College - PR/Visual Branding Strategy (2017-2019)
- Youth Villages - CPSS, Peer Advocacy & Family Outreach (2017-2020)
- Metrocenter Jackson - PR Direction & Community Campaigns (2020-2021)
- Sincere Home Care - Tell Your Story Mental Health Campaign (2021)
- Natchez-Adams Chamber of Commerce - PR Leadership (2021-2022)
- Southwest MS Mental Health - MGeRT CPSS/Community Liaison (2022-2024)
- City of Natchez - Event Photography (2024)
- Natchez Mayor's Mental Health Task Force - Relaunch & Visibility Campaign (2023-2024)
- Natchez-Adams Council on Mental Health (NACOMH) - Launch & Mental Health Strategy (2024-Current)

## OUR DIFFERENTIATORS:

- Mississippi's only PR agency led by a Photojournalist & CPSS
- Trauma-informed storytelling from lived experience
- 15+ years in journalism, PR, and mental health advocacy
- Creator of the KD PR Brand Guide for small business education
- 30-50% ROI across PR campaigns statewide
- Trusted collaborator: DOJ, DOE, DMH staff & civic leaders
- National media coverage: CNN, WSJ, WLOX, WDAM
- SAM.gov Registered | UEI: JBPMDAADW136 | DUNS: 119403279

## CREDENTIALS:

- PR Practitioner & Published Photographer
- Featured Photographer - Mississippi Museum of Art, "Natchez Day" (2024)
- Gallery Artist - ArtsNatchez, accepted 2025 (current exhibitor)
- Journalism Award Recipient & Independent Publisher
- CPSS Supervisor | WRAP Facilitator | Peer Bridger
- HIPAA & CPR Certified
- SBA-Certified: 8(a), WOSB, DBE
- IRS-Verified Joint Venture (2017)
- SAM.gov Registered & Active
- Certificate of Formation - State of Mississippi

## PROFESSIONAL RELATIONSHIPS:

- Mississippi Department of Mental Health (MS-DMH)
- Families As Allies - Parent Partner
- Disability Rights Mississippi - PAMI Advisory
- Natchez-Adams Mental Health Council (NACOMH)
- NAMI MS
- PRSA (Public Relations Society of America)
- Y'all Means All - Natchez
- City of Hattiesburg
- City of Natchez
- Flame of Mississippi
- Clarion Ledger
- Natchez Democrat
- CNN, WSJ, NY Post, WDAM, FOX 23, WWL-TV, etc.
- DOJ | DOE | IRS | ADA | Community Advocacy
- Alignable Small Biz of the Year - 2024







## OUR STORY

### Rooted in Resilience. Rising in Strategy.

**KD Public Relations didn't start in a boardroom.** It started at a drink counter in a **Mississippi deli.**

It was **2012**, and **single mother, Katherine De'Na Parker**, was **asking God** for direction. Balancing shift work, college classes as a music education major, while raising two children with Autism Spectrum Disorder, was not the life she wanted, nor the future she was envisioning for her little family.

**That prayer**, softly whispered to the **Father**, while preparing an iced **Coke** for a customer, **became the change** she had been seeking: She heard, **"P.R."** Questioning what she was hearing, she asked again, she heard, **"P.R."** Not recognizing the letters, she asked once more. This time, the answer was clear: **"Public Relations."**

**The Father's whisper** ignited the spark that would become one of Mississippi's most transformative communications agencies, unbeknownst to this trauma survivor.

**KD Public Relations** was birthed in **2016**, bringing together degrees in **Print/Photojournalism, Public Relations**, and **Mass Communications**, hands-on newsroom experience, and an unshakable commitment to people.

**However, this journey wasn't going to be easy—or straight.**

**Amidst building her agency**, she earned her **certification** as a **Certified Peer Support Specialist (CPSS)** from the **PLACE Division** of the **Mississippi Department of Mental Health**, later becoming a **CPSS PEER Bridger** and **CPSS Supportive Supervisor**.

**Entering Mississippi's mental health workforce** through agencies such as **Youth Villages, Sincere Home Care**, and **Region II - Southwest Mississippi Mental Health**, contributing to programs including **MYPAC, In-Circle, MCeRT**, the **988 Crisis Hotline**, and **Natchez-Adam's County Crisis Stabilization and Residential Units**, equated to doors opening for the future of **KD Public Relations** upcoming **re-brand from KD-PR, LLC, Roaring Public Relations to KD Public Relations, The Voices of Hope.**

This **intersection** allowed **Parker** to **truly learn** the **depths** of the **disparities** our **Mississippi families** had been facing: **feeling unseen, unheard, without Hope**, and **without their Voices** for decades. She understood this **to her core**, because she experienced this **in her own life**, within **Mississippi's Systems of Care**. Seeing the **need** for **PR** within the **rural communities** regarding resource knowledge and availability, she began recognizing her unique positioning as a **Journalist, PR Practitioner, and Communications Professional.**

**Parker's Voice** and **'Lived Experiences'** helped shift **CPSS roles** from **underfunded part-time positions** to **fully recognized full-time careers**, creating **real-time system change.**

OUR STORY CONTINUED ON PAGE FIVE!



TOGETHER, WE CAN DO SO MUCH!







# OUR STORY

## Rooted in Resilience Rising in Strategy

Per her extensive, ongoing training through DMH, Families As Allies, Mental Health Association of South Mississippi, The Mississippi Association of Peer Support Specialists, Disability Rights, Mississippi, Mississippi Parent Training Institute, and NAMI Mississippi, Parker began advocating across school boards with IEP Teams, parents, in courtrooms, classrooms, and leadership teams.

Learning about FAPE, ADA, and the Mississippi Department of Education's Advocacy Department allowed her to inform, educate and equip parents of proper advocacy techniques in the faces of situations that were less than beneficial to their children, especially those with Autism Spectrum Disorder.

Working so closely in the State of Mississippi's mental health systems allowed her to build collaborative relationships with the Mississippi Department of Mental Health, the U.S. Department of Justice, and the Mississippi Department of Education, and several of the State of Mississippi's Key Stakeholders-relationships she is still fostering to-date.

Connecting with school boards, launching crisis response programs, training her peer team, and helping families secure essential resources—from IRS recovery to emergency home tools are only small fractions of the larger impacts Parker has been able to leverage during her time in her CPSS Role.

That unique intersection of public relations, peer support, and public systems remains the core of the KD PR approach.

Today, KD Public Relations operates as one of the nation's only PEER-led, trauma-informed PR agencies—and stands alone in Mississippi. Sure, we create campaigns, change communications climates, while presenting invaluable results.

**That is what we are supposed to do!**

This said, we also take things a bit further: We embody each campaign with the fervency adopted early-on, during the days of hunger, no money for electric bills, and relying on government assistance just to make it to the next day.

KD Public Relations has been pushing brands to rise for over a decade—because we've lived the climb.

**Our only question?**

Aren't you tired of YOUR VOICE getting drowned in all the messaging, while people are missing the point of your message?

**Proven Partnerships. Proven Relationships. Proven Results.**



**TOGETHER, WE CAN DO SO MUCH!**





# TESTIMONIALS

What others are *Saying* about our Work...

Community Trust. Proven Impact.

Voices from Government, Education, and Community Leaders

► **Dan Frosch, Enterprise Reporter, The Wall Street Journal**

**August 2024**

"You helped me make the connections that I needed for the story, and I'm super grateful!"

Published article

► **Mayor Dan Gibson, City of Natchez**

**June 2023**

"Her dynamic personality and knowledge of public relations truly move public health policy forward in our region."

► **Alicia Norris, LCSW, Shareevolution Behavioral Health & Wellness**

**November 2023**

Rated: "Excellent" in Quality of Work, Dependability, Punctuality, and Teamwork.

"Katherine is eligible for rehire. Her contract is still valid."

► **Tennie White, Operations Manager, Sincere Home Care LLC**

**July 2021**

"Katherine's branding, media, and peer support contributions have been invaluable. No challenge is too big for her to tackle."

► **Roshel C. Bullie, Ed.S., Jackson State University, Department of Criminal Justice**

**July 2021**

"Katherine offers illumination and hope in a world where mental health issues are stigmatized."

KD PR, LLC/DB Public Relations, LLC  
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TESTIMONIALS CONTINUED ON PAGE SEVEN








# TESTIMONIALS

## What others are *Saying* about our Work...

 **Community Trust. Proven Impact.**

**Voices from Government, Education, and Community Leaders**

► **Bobby Mitchell, Owner, Kraken Digital Marketing**

**October 2019**

"Katherine's energy for public relations and community support is unmatched. She's been an asset to our agency for years."

► **Beverly Clark, Sr. Donor Recruitment Rep, Vitalant**

**October 2019**

"Katherine is a detailed, multitasked person who consistently goes above and beyond expectations."

► **Dayna Hamm, FNP, St. Michael's Urgent Care of Ellisville**

**August 2016**

"Katherine's adaptability and positive attitude made her a joy to work with. She helped our clinic grow in visibility and reach."

### **Peer Support Impact Highlight:**

► **Wendy V. | Certified Peer Support Specialist (Region 15)**

**June, 2025**

"Thank you for helping me find a new life. You saw something in me I hadn't seen in myself. You didn't just train me—you built a Peer Support path that led me to a passion I never knew I had. You led me back to me. I love you, my sister."






# PARTNERING TOGETHER





**Ready to partner with a PR agency that sees the story behind the strategy?**

**Let's create** impact, foster equity, and transform communication together.

**Let's chat soon! Reach out:**

 **Email:** [Kat@KatThePRPrac.com](mailto:Kat@KatThePRPrac.com)/

 [KDPublicRelations2@gmail.com](mailto:KDPublicRelations2@gmail.com)

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 **Website:** [www.KatThePRPrac.com](http://www.KatThePRPrac.com)

 **Based in Mississippi | Serving Nationwide**

➤ **SBA 8(a) | WOSB | DBE Certified**

➤ **SAM Registered | UEI: JBPMDAADWI36 | CAGE: 12HM7**

**Together, we can do**  
**SO** *Much!*



**KD PUBLIC RELATIONS; YOUR VOICES OF HOPE!**

