



CAPABILITY STATEMENT

WE DON'T JUST TELL
YOUR STORY—WE HELP
YOU OWN IT...

COMPANY OVERVIEW

KD Public Relations is a peer-led, public relations agency headquartered in Natchez, MS. We specialize in storytelling rooted in strategic communications, media production, and trauma-informed practices. Our Executive Staff has over a decade of experience working with public and government agencies, nonprofits, and small businesses across Mississippi and the Southeast. We are looking forward to collaborating with yours, as well!

OUR CORE CAPABILITIES:

- Strategic Communications & PR Campaigns
- Trauma-Informed Peer-Led Consulting & Storytelling
- Digital Branding, Visual Identity & Graphic Design
- Community Engagement & Stakeholder Relations
- Internal Communications & DEI-Focused Alignment
- Media Relations & Press Agency
- Crisis Communications & Reputation Management
- Website & Social Media Management
- Photography & Videography (Licensed & Published)
- Event Production & Messaging Logistics
- Book Editing, Layout & Publication
- CPSS Workshops, Trainings & Public Speaking

PROFESSIONAL CERTIFICATIONS:

- A.A. Journalism – Jones County Junior College
- B.A. Journalism, PR and Mass Comm – The University of Southern Mississippi
- Certified Peer Support Specialist, CPSS Supportive Supervisor, CPSS Peer Bridger (MDMH)
- HIPAA Awareness for Healthcare Providers – Compliance Certification
- CPR/AED Certification – American Red Cross
- SBA Capability Statement Training
- SBA Mentor-Protégé Training Program – Certificate Completed
- AMPSS Summit 2024 – CE Certificate (Trauma-Informed Practices)
- WRAP Seminar I & II– Copeland Center
- Mental Health First Aid (MHFA-USA)
- CPR/First Aid (American Heart Association)

OUR DIFFERENTIATORS:

- **Mississippi's only PR Agency** led by a PR Practitioner, Photo-journalist & Trauma-informed CPSS Supportive Supervisor
- **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
- **Numerous Media Connections** spanning from local-National

PAST PERFORMANCE:

- **City of Natchez** – Government
- **Mississippi Department of Mental Health (DMH)**
- **Disability Rights Mississippi**
- **First Lady Ellee Reeves, State of Mississippi** – (Request details).
- **Live Oak Landscapes** – (Direct contact: Mr. Thompson or Dorene Foe)
Additional past performance/collaborations available upon request.

FEDERAL & STATE CERTIFICATIONS:

- Woman & Minority-Owned Small Business (WOSB)
- SBA Mentor-Protégé Program: Training Completed
- SBA-Certified Capability Statement Training: Completed
- State of Mississippi MAGIC System

PARTNERS & AUTHORIZED RESELLERS:

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|------------------------|-----------------|--------------------------------|
| ➤ HoneyBook | ➤ KDPR – Amazon | ➤ Apple Books |
| ➤ QuickBooks | ➤ IngramSpark | ➤ Meta Business Suite |
| ➤ Google Workspace | ➤ Canva Pro | ➤ Facebook for Creators |
| ➤ Microsoft Office | ➤ GoDaddy | ➤ Instagram for Business. etc. |
| ➤ Zoom | ➤ Mailchimp | |
| ➤ Microsoft Teams | ➤ SmugMug | |
| ➤ Adobe Creative Suite | ➤ Bonfire | |

