



kissal communications, llc

*"No story lives unless someone wants to listen." ~
J.K. Rowling*

We Can Help Tell Your Story. ~ KComms

Spring 2021/April 1, 2021/Issue 1



KComms launches first quarterly(ish) newsletter

Well, this is exiting... and nerve-wracking! I launched Kissal Communications, LLC (KComms) in December of 2019. And as for so many others, the international pandemic (and its very profound impact to my family) created a stutter step (ok, maybe a trip off a curb). However, as I look back almost exactly a year to when things turned upside-down, I am beyond grateful for the time I got to advocate for my most loved ones during this crisis, and become clearer about what kind of work I

want KComms to be part of, create—and how I want to use my voice moving forward.

Over the past few months, I've had the inspiring pleasure of connecting with other communication and marketing consultants, many who happen to be sharp and supportive women. I've participated in numerous intriguing new business discussions, worked on projects that benefit underserved communities and helped launch new women-owned small businesses. I've collaborated with mental health experts while creating meaningful content, and worked on various types of writing and media projects.

more...

Continued...

Some of these projects are KComms' own original content. My background in creating consumer-facing health care information was always rewarding. And, after my intense advocacy for my parent's health through their battles with COVID, I knew I wanted get back to it, working on topics that spoke to me personally. So, I launched a blog to put my own voice to these topics and experiences, and started creating accompanying content that can appeal to a larger audience.

My hope is that my (sometimes vulnerable) narrative helps me connect with others, put a voice to relevant experiences, and create easily-understood information that can help someone else navigate those areas. I truly believe in making complex information, such as evidence-based healthcare or medical practices, more easily understood and accessible to everyone. I think simple and straightforward communication is the best communication, and telling stories can be very powerful in connecting with others.

My request to you—whether we are colleagues, family, friends, or acquaintances—is to read the content as you can, and share it if you feel comfortable, inspired, or if you know someone it can help. I also welcome any ideas for content or collaborations. Sharing stories helps us connect, and connecting those stories with easily-understood expert advice can go a long way to bridging gaps in communication and social interaction.

Vulnerably Yours,

Katie Kissal

CEO

Kissal Communications, LLC

KComms Teams with Dr. Lauren Fisher, PsyD, co-owner of Del Ray Psych & Wellness, to create tips in managing anxiety and self-care:

- **8 Tips for (Real) Self-Care**
- **4 Tips to Manage an Anxiety Attack**





KComms Blog

Aiming to create a narrative on topics or ideas that truly resonate with me and reflect my experiences, I also want these pieces to be relevant to others. I truly believe if you are experiencing or feeling something intensely or uniquely strong, you are likely not alone. Shared experiences help us connect, and (hopefully) find comfort and insights in helping ourselves and others. * *Tips included.*

- **November 26, 2020:** [Finding Gratitude When You Have Lost Almost Everything to COVID](#)
Navigating our first real holiday without our parents
- **December 7, 2020:** [Advocating in a Pandemic: Lessons I've Learned](#)
*What it was really like as a full-time advocate with no access to my parents and with an unknown virus. *Tips included*
- **December 18, 2020:** [Relief Is On The Way, But We're Still Not Okay](#)
As vaccines emerge, spikes are predicted during holidays, and kids are asking Santa for their grandparents.
- **January 27, 2021:** [Holiday 2020 Wrap: 2 Empty Chairs and an Uninvited Guest, Anxiety](#)
*The stress of the holidays in a pandemic, missing my parents, our traditions, and grappling with anxiety. *Tips included*
- **March 10, 2021:** [Assessing Self-Care: Looking Deeper Than the #Hashtag](#)
*Self-care is touted everywhere, but is it really a face-mask, glass of wine, etc...? How can I really be mindful of taking care of myself? *Tips included*
- **March 17, 2021:** [How It Started, How It's Going: COVID-Version](#)
A look back over a year of the pandemic... From serving my parents St. Patrick's Day dinner in a rehab center 2020, to losing them, and finding myself in isolation from my own family exactly a year later.



Tips

KComms believes simple and accessible communication is the best communication. We believe in taking shared experiences and complex topics that concern and affect many, and turning them into easily understood tips and information. Information should be accessible and easily understood. Below are some examples of KComms' latest work:

- **4 Tips to Manage an Anxiety Attack**
Insight and tips about anxiety attacks and how to help yourself through one.
- **5 Tips on How To Be a Prepared Health Advocate**
Experience-based tips on how to navigate complex medical scenarios and how to advocate for yourself or loved ones.
- **8 Tips for (Real) Self-Care**
What self-care really means, and tips on how to achieve it.



People to Follow

KComms is always looking to others for inspiration, ideas to explore further, and issues that need more attention. Read more about the people who are currently inspiring us:

Dr. Joseph V. Sakran, MD, M.P.H, M.P.A., trauma surgeon, public health expert, associate professor of surgery at Johns Hopkins Medicine, director of emergency surgery at Johns Hopkins Hospital, gun violence survivor, and creator of @thisisourlane.
[JosephSakran.com](https://josephsakran.com), [LinkedIn](#), [Facebook](#)

- Op-Ed: Saving Gun Violence Victims Begins Before The OR: A bullet nearly killed me; now I'm working to give others a second chance. *MedPage Today*. March 29, 2021.
- Biden Should Push States and Cities to Use Stimulus for Gun Violence Prevention. *Scientific American*. March 7, 2021.

People to Follow con't...

Two Marketing Moms Podcast

Join the conversation of two women, with 50+ years of marketing experience, talking about their struggles, failures, and wins while balancing being a boss, a mom, and maintaining a homelife. Hosts Kelly Callahan-Poe and Julia McDowell share tips, tricks, and advice for up-and-coming marketing and advertising professionals.

- twomarketingmoms.com
- [Instagram](#)



Let's Collaborate

Does your organization or small business need help shaping your communication goals and materials? Do you want to collaborate in creating meaningful and simple messages for your target audiences?

Reach out to KComms to achieve your communication goals!

Kissalcommunicationsllc.com

[LinkedIn](#)

[Facebook](#)