



KELLEY CHUNN & ASSOCIATES

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Providing Culturally Smart Strategies to **Promote Social Change.**



CAPABILITY STATEMENT

Kelley Chunn & Associates (KCA/Boston), an award winning city, state and DBE/OSD certified, collaborative consultancy, is marking 30 years of providing strategic marketing and public relations services designed to promote diversity, inclusion and equity in academic, government, for-profit and non-profit institutions and businesses.

KCA provides culturally smart strategies to help you to navigate social change.

CORE COMPETENCIES

- ✓ CIVIC ENGAGEMENT
- ✓ STRATEGIC MESSAGING
- ✓ BRANDING
- ✓ COMMUNITY OUTREACH
- ✓ MEDIA RELATIONS INCLUDING RADIO & VIDEO PRODUCTION

DIFFERENTIATORS

- Community based in the historic Boston neighborhood of Highland Park in Roxbury
- Work collaboratively with a pool of experts to meet the needs of client partners – from project inception to execution
- Featured in the Boston Business Journal, the Boston Globe and on local TV and radio
- Recognized by the Public Relations of America Society, Boston Chapter with the prestigious Beacon Award for Achievement

PAST PERFORMANCES

MassDOT/CITY OF BOSTON

- Conducted business and community outreach and civic engagement for the *Dudley Square Complete Streets Design Project* as a subcontractor.
- Selected by MassDOT to serve as a subcontractor to help conduct a *study of the bus services for residents of Mattapan, Dorchester and Roxbury*. KCA provided community outreach and communications support for the study.
- Conducted community outreach and civic engagement for the *Massachusetts Business Economic Disparity Study* for MassDOT, as a subcontractor.

COMPANY DATA

CERTIFICATIONS: DBE, MBE, WBE, OSD
(Commonwealth Office of Supplier Diversity)

NAICS: 541820, 541613

MEMBERSHIPS:

- Metropolitan Area Planning Council
Gubernatorial Appointee
- Roxbury Cultural District, Vice President
- National Association of Black Journalists
- Public Relations Society of America
- Greater Boston Chamber of Commerce
- Black Economic Council of Massachusetts
- Roxbury Main Streets
- NAACP

CONTACT INFO

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Health Experience

Conducted branding, market research, marketing and media relations work for the following: MA Department of Public Health; Boston Public Health Commission; Whittier Street, Dimock and Mattapan Community Health Centers; Dana Farber; National Institutes of Health; Harvard School of Public Health

Taught multicultural marketing as an adjunct at Tufts University.

City of Boston

Conducted community outreach and interviews for the recently released Business Disparity Study.