

The Kelley Group

(KelleyNotes.com)

Chris Kelley, Principal | 214.457.5266 | chris@kelleynotes.com

Strategic Communications · Media Relations · Video Storytelling · Events

WHO WE ARE

We're two writers who tell great stories in all formats—stories with force, weight, and consequence. And humor. We are an unlikely professional pairing—a Baby Boomer and a Millennial—and we have a team of talented collaborators alongside us on call. We're guided by principles of craft, servant-leadership, and places of the heart. We don't take on clients. We partner with partners on their terms to achieve results. After all, talkin' ain't doin'.

WHAT WE DO

We make your good stories great—in the news media, in video for events and online social media, in written and published formats, such as websites and magazine inserts, in speeches and C-suite communications. If you can think it, we can communicate it with grace and gravitas. We coach, cajole, persuade, re-do until we have the story just right—and we're proud to call it yours. We serve-lead with partners in both the corporate and non-profit worlds, and we work with individual clients who have a difference to make and need us to help them achieve it. We also put on great events for clients that want to change the world.

HOW WE WORK

First, call us—or write. Don't Tweet us (please). We begin with the end in mind: successful results. We follow a process to get to the essence of the story you wish to tell—and we pin you down on the results you desire from telling it. Then, we'll talk about the best means to achieve the results—storylines, formats, deliverables, timeframes and budget guidelines. We don't partner with partners we can't deliver results for. You don't pay us for good intentions.

STRATEGIC COMMUNICATIONS

Messaging, internal communications, crisis planning, crisis management—whatever curveball is thrown at your organization, we're here to knock it out of the park.

Sometimes the media and public opinion just aren't getting the complete picture of your brand or cause. We can help with that.

Drawing on years of communications experience with the media and within organizations, The Kelley Group works with you to develop comprehensive strategies to determine corporate identity, raise visibility, and influence opinions.

MEDIA RELATIONS

From local newspapers to national outlets, the media can either be your best friend or your worst nightmare. We prefer the former.

The Kelley Group can help you put your best foot forward, to grab the media's attention with stories they can't pass up, and to ultimately impact public opinion and increase the visibility of your brand or cause.

Decades of working inside the belly of the beast and establishing connections with media outlets and individual reporters has catapulted our clients into the regional and national spotlights time and time again.

And that glow is oh so warm.

VIDEO STORYTELLING

Nothing touches, intrigues, or delights the public more than a well-crafted film. If your organization has a story to tell—and we're 100% sure it does—our in-house video services can help you tell it more effectively and more cinematically than you ever thought possible.

We're known for our documentaries, but we're better known by that indescribable effect our films have on audiences. They laugh, they cry, but more importantly, they leave delighted by your story.

Whatever your story is, let The Kelley Group shoot, edit, and deliver it.

EVENTS

Got an event coming up?

Small or large, we've got the experience to run your event smoothly and stress-free (or at least stress-minimum).

Here's a glimpse at what we do:

[United Nations-SMU Climate Extremes Conference, September 17, 2015](#)

[Dallas Holocaust Museum Hope for Humanity Dinner, 2008-2016](#)

[Juliette Fowler Communities 125th Anniversary Luncheon, May 3, 2017](#)

[SMU Engineering & Humanity Week 2011, 2012, 2013](#)

CLIENTS

ADL (Anti-Defamation League)
All Stars Project of Dallas
Axiometrics
Cathedral of Hope
CHAI (Community Homes for Adults, Inc.)
Citizen D
Dallas CASA (Court-Appointed Special Advocates)
Dallas Holocaust Museum/Center for Education and Tolerance
Innovation360
Leadership Worth Following
Levine Academy
MPD Ventures
Juliette Fowler Communities
Permian Basin Petroleum Association
Pioneer Natural Resources
Refugee Services of Texas
SMU Hunt Institute, Bobby B. Lyle School of Engineering
Vonlane

CLIENT MEDIA COVERAGE (selected)

ABC News
Amarillo Globe-News
Austin American-Statesman
CBS News
Dallas Business Journal
Dallas Morning News
Dallas-Fort Worth TV (CHs 4, 5, 8, 11, 23, 33, 39)
Fort Worth Star-Telegram
FOX News
KERA
Nonprofit Quarterly
The New York Times
NBC News
NPR
PRI (Public Radio International)
Texas Observer
Texas Standard
Texas Tribune
The Associated Press
The Guardian (UK)
The Takeaway with John Hockenberry
Wall Street Journal

CHRIS KELLEY

Founder and Principal
chris@kelleynotes.com
214-457-5266



Chris Kelley has more than 35 years' experience in the journalism, interactive content and strategic communications fields. He is a passionate advocate for partners, working with them to develop influential content in all media formats (print, video, web and social media) that inspires targeted audiences to action. Chris is an expert in media relations and story-telling, having worked 27 years for Dallas-based A.H. Belo Corp., where he served as editor of DallasNews.com, website of *The Dallas Morning News*, and as a news reporter for 18 years. His video productions, which may be viewed in [the Gallery](#), have received wide acclaim. A graduate of Texas

Christian University, he is the author of four books, numerous publications and websites, among them KERA's [Trinity River Texas website](#). Current partners include the SMU Hunt Institute for Engineering & Humanity, MPD Ventures Inc., Dallas Holocaust Museum/Center for Education and Tolerance, Refugee Services of Texas, Leadership Worth Following and others. He may dress like an engineer, but don't let that fool you. He is a highly creative soul.

MAC BOLES

Principal
mac@kelleynotes.com



Mac Boles has been telling stories as a writer and as a filmmaker for as long as he can remember. From directing and acting in no-budget action flicks with friends to producing professional videos for big-time Texas clients, his subject matter may have changed over the years, but his passion for the medium has only gotten stronger. Mac graduated summa cum laude from Texas A&M with a degree in English and a minor in Film Studies. In May 2016, he earned a master's degree in Arts & Technology at the University of Texas at Dallas. At the Kelley Group, Mac

oversees all technical aspects of video production, serves as principal writer on many creative projects, builds websites, and assists in managing all aspects of media relations. He can jump over tall buildings, too. He served as curator (and built the website) for the [James Pratt Collection](#) at the SMU Hunt Institute for Engineering & Humanity.