



THE CHANGE AGENCIES

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First National Network of Independent Multicultural and LGBTQ Public Relations Firms Launches

The Change Agencies is comprised of leaders of African-American, Asian-American, Latinx and LGBTQ firms and supplemented by an Advisory Council of industry influencers

ATLANTA (June 13, 2019) – The first national network of independent, inclusive public relations and marketing firms launches today aiming to change the way the industry communicates to, for and with multicultural and LGBTQ communities. The Change Agencies is the first-of-its-kind national collective of PR firms to offer inclusive communications services to effectively represent, engage and connect with African American, Asian American, Latinx and LGBTQ communities.

Working in collaboration with each other as appropriate to client needs, the six agencies comprising The Change Agencies will help businesses and organizations communicate across cultures, ensuring that outreach and marketing to diverse communities is culturally-appropriate, sensitive and meaningful. Every agency owner is either African-American, Asian-American, LatinX or LGBTQ and four of the six co-founders are women.

The six founding principals are:

- Chino Chapa, founder of Chino Chapa Communications in Dallas
- Tanya Churchmuch, president of MuchPR in New York
- Alexis Davis Smith, president and CEO of PRecise Communications in Atlanta and Miami
- Ben Finzel, president of RENEWPR in Washington, D.C.
- LaTricia Woods, founder of Mahogany Xan Communications in Phoenix
- Christina Yumul, founder and president of Storieology Communications in Maui, Hawaii and San Francisco

The Change Agencies help companies and organizations effectively prepare, address and deliver strategic and culturally-appropriate communication solutions. Among the services offered by the member firms are consumer marketing, public affairs and policy communications, issues management, community relations, influencer outreach, target market research, crisis communications, and message development. The signature offering of The Change Agencies is

The CHANGE Audit, a 360 degree, deep-dive discovery process designed to analyze, evaluate and implement appropriate communications throughout an organization.

Each of The Change Agencies' member firms has existing clients and experience supporting Fortune 500 companies, privately-held firms and foundations, leading trade associations and advocacy organizations and nonprofits in sectors including: consumer, travel and tourism, packaged goods, retail, telecommunications and automotive, technology, life sciences and healthcare, financial services, education, and government and public affairs.

The Change Agencies network is supported by an Advisory Council of industry leaders with significant multicultural experience and expertise. Each member of the Advisory Council is a respected, nationally-recognized industry thought leader and practitioner in one or more of the sectors represented by The Change Agencies. These leaders have committed to provide advice, counsel and connections to help The Change Agencies grow and serve clients.

The Change Agencies Advisory Council members are:

- Wesley Combs, CEO of [Combs Advisory Services](#)
- Ingrid Duran and Catherine Pino, founders and CEOs of [D&P Creative Strategies](#)
- Thomas Sanchez, CEO of [Social Driver](#)
- Patrice Tanaka, CEO of [Joyful Planet](#)
- Bob Witeck, CEO of [Witeck Communications](#)

More information about the Advisory Council and The Change Agencies principals can be found on the website at www.thechangeagencies.com. The attached fact sheet provides quotations from each principal member.

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About The Change Agencies

The Change Agencies is the first-of-its-kind collaborative of multicultural and LGBTQ-owned public relations firms in the United States focused on providing inclusive public relations to multicultural and LGBTQ communities. We help businesses and organizations identify, assess and address diverse communications and marketing challenges and opportunities. Founded in 2019 by leaders of six independently-owned, diverse public relations firms located in major markets throughout the U.S., its mission is "Changing the way businesses and consumers communicate across cultures." For more information visit: <http://www.TheChangeAgencies.com>.

About The Change Agencies - Quotations from Our Leadership

Ben Finzel, president, RENEWPR and founder, The Change Agencies

“Change is an easy word to say, but a difficult concept to carry out fully and authentically. As experienced communicators in the diverse communities in which we live and work, we are committed to helping clients more effectively and accurately work with multicultural and LGBTQ communities. It is long past time for communications agencies owned by and working in diverse communities to lead the conversation about issues related to them. The saying goes that if you want something done right, you should do it yourself. That’s exactly what we’re doing. I’m excited to collaborate with my colleagues and fellow business owners to provide a real alternative to the way inclusive communications has been done.”

LaTricia Woods, founder, Mahogany Xan and co-founder, The Change Agencies

“We’ve made progress in the area of diversity and inclusion, however there is still a prevalent need in effectively embracing diversity and inclusion in communication strategy and messaging to authentically reach diverse communities. With the advent of The Change Agencies, there is now a network dedicated to advancing our industry and the ways in which we communicate across cultures; whether those communications are externally focused on clients and target audiences or internally focused on employees and colleagues.”

Christina Yumul, founder and president of Storieology Communications and co-founder, The Change Agencies

“We do not live in a homogenous world; companies need to acknowledge and embrace this fact to survive. Culturally and inclusively-diverse relevant research, planning, messaging, and activations are crucial in growing brand loyalty with broader and more distinctively-varied consumers. Take for example Asian-Americans: they originate from more than 20 countries that feature several subcultures, many identifying with at least two cultures, their native and American cultures. According to Nielsen’s 2019 Diversity Intelligence Series, Asian-American spending power is expected to reach \$1.3 trillion by 2023, and it is the fastest-growing ethnic group in the U.S. Understanding the singularities and commonalities to connect genuinely is a worthwhile investment.”

Chino Chapa, founder, Chino Chapa Communications and co-founder, The Change Agencies

“As the old adage goes, ‘Change is the only permanent part of life.’ We recognize, understand and leverage that belief to change and challenge the status quo. That is especially important at a time when America’s demographics are evolving and changing. In 2019, too many companies and organizations do not effectively communicate and market to the Latinx community, even though it is now the largest ethnic segment of the population, has the youngest mean age of any group and has increased the most in consumer buying power and share in the last two decades. Our insight, experience and expertise helps our clients tap into and harness the power of all these growing markets.”

Tanya Churchmuch, president, MuchPR and co-founder, The Change Agencies

"It's June, Pride month, which means many companies and organizations are focusing on their LGBTQ communications right now. But this is something that needs to be done year-round, not one month a year, to be effective and authentic. Otherwise, it may look like you're pandering to the community, which could backfire more than anything else. According to a recent Kantar study, the LGBTQ community is the fastest-growing overall demographic in the U.S., with an estimated 13% of Americans identifying as LGBTQ+. The market share is especially huge with Millennials and Gen Z (20% and 31% respectively, compared to only 8% of boomers), so if you want to connect with the future, this is it."

Alexis Davis Smith, president and CEO, PRecise Communications and co-founder, The Change Agencies

"Together, African American, Asian American and U.S. Hispanics offer \$3.2 trillion dollars in buying power. Multicultural consumers drive the sales, growth and profit of most product consumer categories. Smart companies and marketers can no longer function in their comfort zones and ignore the business opportunities diverse consumer segments offer. As the world is changing, we're here to change the industry."