



**For Immediate Release
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MMCA launches communications firm

Keenan Communications Group to focus on social media, public relations, crisis communications and grassroots mobilization

Masiello, Martucci, Calabrese and Associates, a Buffalo-based lobbying firm, has announced the establishment of Keenan Communications Group, a multi-faceted communications firm to be led by Kevin A. Keenan, currently director of communications for the Diocese of Buffalo.

Keenan Communications Group will commence operations on January 1, 2012, and will specialize in social media, public relations, crisis communications and grassroots mobilization, with offices located in Cathedral Place at 298 Main Street in downtown Buffalo.

“This is a natural step for us to take as we continue to grow our company,” said Anthony M. Masiello, president of MMCA. “Kevin’s experience, integrity and vision will be a tremendous asset for clients as they look to take advantage of his know-how in the ever-changing field of communications. We are thrilled that he will partner with us and we are confident that under Kevin’s leadership, Keenan Communications Group will quickly establish itself as a successful, forward thinking firm.”

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MMCA Launches Add 1-1-1

Since 2000, Keenan has been the leader of the Diocese of Buffalo's expansive communications efforts. He is the spokesman for Bishop Edward U. Kmiec, bishop of Buffalo, editor-in-chief of the *Western New York Catholic* newspaper, the diocesan monthly which twice has been named best large circulation Catholic newspaper in North America. He also hosts diocesan radio and television programs, and blogs on the diocesan website.

"This is a unique opportunity for me to partner with an extremely successful group of entrepreneurs," Keenan said. "We will work to build a business that will allow Keenan Communications Group to connect with clients who can take advantage of the extensive communications skill sets and contacts that I have developed during more than a quarter century of communications work in Western New York."

As president and chief executive officer of Keenan Communications Group, Keenan will serve as chief communications counsel to the diocese. "Kevin has been a tremendous asset to the diocese since his arrival in 2000," Bishop Kmiec said. "He has played a key role in helping to craft and successfully communicate our message and I am pleased that he will continue in that role."

Keenan said, "The agreement will allow for a seamless transition in diocesan communications and will take advantage of my broad institutional knowledge regarding diocesan operations."

During his tenure with the diocese, Keenan has had overall responsibility for diocesan public relations and crisis communications. He developed the diocesan social media strategy, initiating and maintaining Facebook and Twitter feeds, building a loyal following on both platforms. He has served on the diocesan Strategic Planning Commission that included a major reorganization of parishes, and he is part of the ongoing planning for Catholic elementary schools in the eight counties of Western New York.

MMCA Launches Add 2-2-2

Keenan regularly consults and advises numerous Catholic institutions in the region, including Catholic elementary and high schools as well as Catholic colleges and universities. He also advises Catholic Charities, Catholic Health, Catholic Cemeteries and Christ the King Seminary.

After starting his broadcast career at radio stations in Olean, he worked in radio and television in Buffalo and Rochester. Keenan spent six years as an officer in the United States Army Reserve. He is a member of the Buffalo Broadcasters Association and was appointed by Cardinal Edward Egan of the Archdiocese of New York to the New York State Catholic Conference Public Policy Committee. He is also a USA Swimming official.

Keenan is a graduate of St. Bonaventure University. He lives in the Town of Tonawanda with his wife, Deborah, and their son, Connor.

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About Masiello, Martucci, Calabrese and Associates: MMCA is a results-driven lobbying firm that, among its principals, has decades of collective experience leveraging political know-how for political action – and the results our clients need. For more information, visit www.mmccassoc.com.

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