



PRESS RELEASE

For Immediate Release

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**TRACI OTEY BLUNT, FORMER NFL SVP OF CORPORATE
COMMUNICATIONS AND RLJ ENTERTAINMENT EVP LAUNCHES
BLUNT GROUP STRATEGIES**

Boutique PR Firm to Guide Clients at the Intersection the Sports, Politics, and Entertainment

November 8, 2021, (New York, NY) – Named one of the *Top 25 Most Influential Black Women in Business*, veteran communications strategist and public affairs executive **Traci Otey Blunt** today announced the launch of **Blunt Group Strategies** (BGS/ www.blunt-groupstrategies.com), a boutique Black and woman-owned firm that provides strategic consultation for client engagement across the sports, politics, and entertainment sectors.

Blunt Group Strategies represents over 25 years of Otey Blunt's combined, nuanced experience in strategic and crisis communications for C-suite executives, presidential campaigns and candidates, and heads of entertainment business conglomerates. Otey Blunt also has significant experience working with works with nonprofits, foundations, philanthropists, and others who incorporate diversity, equity and inclusion into their missions, investments, and initiatives.

"I have worked with dozens of leaders in politics, sports, and entertainment, as well as in the corporate sector. These experiences have shown me the intricate dynamics required for successful, cross-industry collaboration," says Otey Blunt. "Blunt Group Strategies will provide tailored strategies designed to achieve the maximum results through communications and public affairs campaigns on behalf of our clients. I am thrilled to harness my experiences in communications, messaging, and branding to help clients connect."

Otey Blunt most recently served as Senior Vice President, Corporate Communications at the National Football League (NFL), where she led communications strategies across several priority areas including rapid response, business operations, NFL media, diversity, equity, and inclusion, and social corporate responsibility. During the 2020 season, Otey Blunt led the communications and partnership efforts focused on the NFL's social justice and civic engagement initiatives *Inspire Change* and *NFL Votes*.

(more)

At The RLJ Companies, Otey Blunt served in multiple leadership roles including EVP, Corporate Communications & Public Affairs, and in dual roles as EVP, Corporate Affairs at RLJ Entertainment and President of Urban Movie Channel (UMC), the first subscription streaming channel showcasing Black film and television, founded by Robert L. Johnson, founder of Black Entertainment Television (BET).

Otey Blunt has also held key communications leadership positions including Director of African American media and Deputy Communications Director for former Secretary of State Hillary Clinton during the 2008 presidential campaign; as a media specialist with the National Association of Attorneys General (NAAG); and with the Administration of former D.C. Mayor Anthony Williams as communications director in the Office of Planning and Economic Development. Otey Blunt also worked with Ogilvy Public Relations and Porter Novelli.

Otey Blunt serves on the board of directors of the Susan G. Komen Foundation; as an advisor to Up2Us Sports; is a member of the women's membership network CHIEF; the Public Relations Society of America (PRSA); and an emeritus board member of ColorComm. Otey Blunt is a graduate of Tennessee State University and a member of Delta Sigma Theta Sorority, Inc. (AX Chapter).

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