

Construction Project Public Affairs Program

As a contractor, Jim Kenny, Vice President, Strategic Planning, of Kenny Construction Company, thought that part of the difficulty in recruiting women and minorities for construction resulted from the image of the contractor. At the time the Chicago flood occurred, he was working with a WBE public affairs consultant to develop a program to showcase construction as an exciting and challenging profession. When Chicago Mayor Daley put Kenny Construction Company in charge of the flood disaster team, Jim Kenny seized the opportunity and brought the public affairs consultant onto the flood site to work with the media to present the construction side of the disaster. He also retained the same firm to handle post-disaster publicity to reshape the image of today's contractor and to generate public interest in the construction profession. He and the consultant developed programs consisting of two major museum exhibits showcasing the construction aspects of the flood, over 30 speaking engagements, and positive pro-construction news coverage of contractor activities. It is planned that a case study on the disaster will be prepared once litigation is finished. Jim Kenny used the positive exposure to improve the image of professional construction and attract women and minorities to participate in the industry.

Contact: Cindy McCartney
Organization: McCartney & Company
Address: Amoco Building
PO Box A3969
City: Chicago
State/Province: IL
Postal Code: 60691
Country: USA
Phone No:
FAX:
URL: <http://www.cindymccartney.com>
Email: mccart@freewwwweb.com