



CASEY FERRAND

2023 OFFICIAL MEDIA KIT

AT A GLANCE

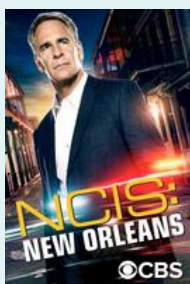


Owner of CFM MEDIA

AUTHOR OF 'CURLY GIRL: MY CURLS ARE MINE TO LOVE'

FEATURED IN: CLAWS (FX), Mona Lisa and the Blood Moon (2021), LEVERAGE: REDEMPTION (2021), NCIS: NEW ORLEANS (2021) (NATIONAL CHAMPIONS (2021), Don't Look Back (2020), PARADISE LOST (2020), FREE RAYSHAWN (2020)

14+ years as an award-winning journalist & was on the frontlines in the aftermath of **Hurricane Katrina**, and covering the shooting of Alton Sterling.



CFM
CASEY FERRAND MCGEE



Casey has a gift when it comes to helping people get seen in the media.

Courtney Elmer, Success Coach & Podcaster

She Acts Out

Casey has extensive experience in the world of journalism, as a woman of color and as a working professional. She has a wide range of media experience as a reporter covering breaking news, natural disasters, and feature news. She advocates for empowerment and women of color in the field.

Casey drew attention for her choice to break out of the box of the mainstream look of a journalist after making a bold decision to wear her naturally curly hair for the first time as a professional journalist in 2017.

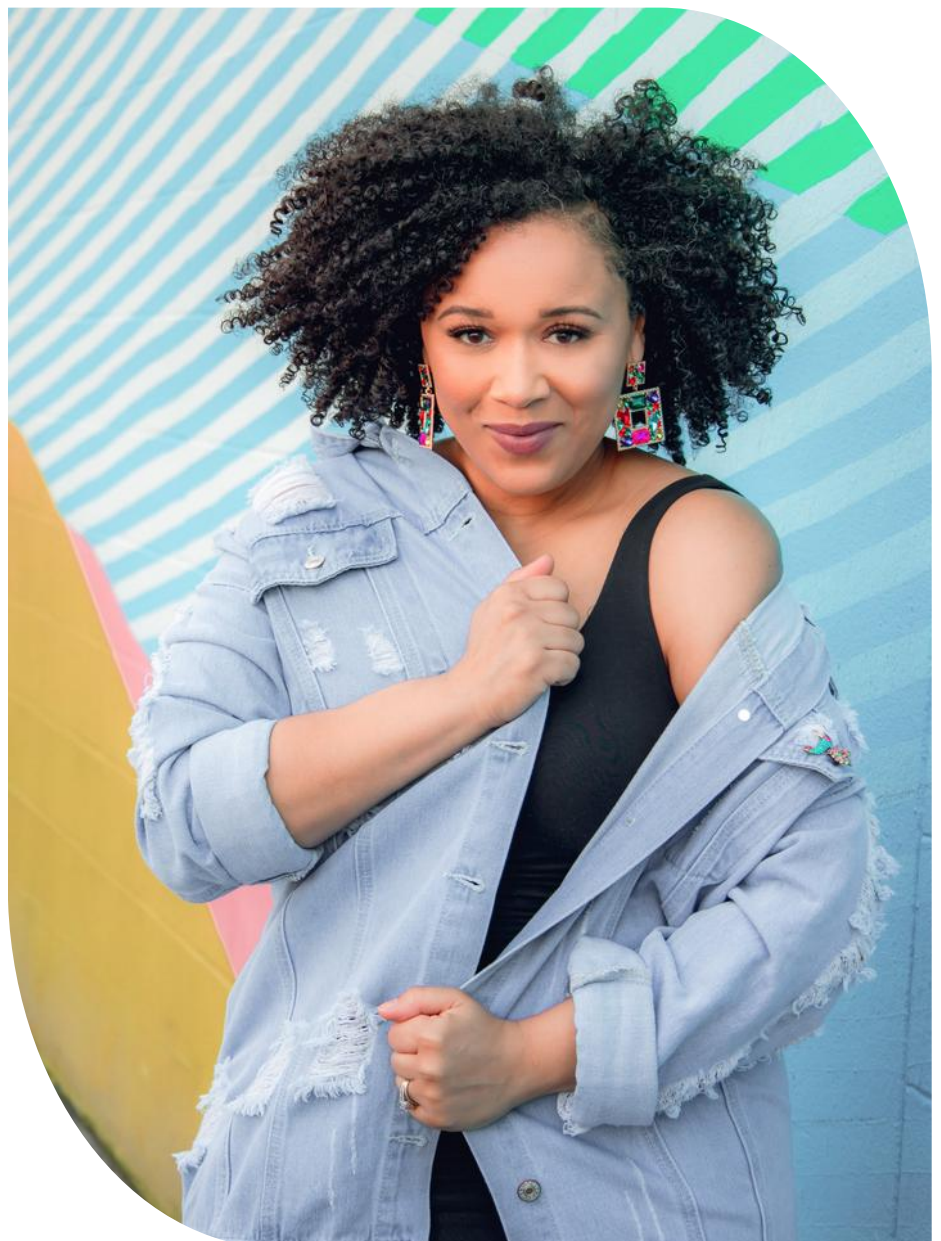
Casey has written an award-winning and celebrated children's book and has extensive writing and speaking experience. She can provide key insights on her experiences as a journalist, writer, and PR professional and provide guidance for those looking to find their voice through the written word.

CASEY'S STATS

- **2022** National Association of Black Journalist: Outstanding Book Award
- Edwin R. Murrow: **2017** Best Breaking News Coverage
- Press Club of New Orleans: Finalist, **2014** Excellence in Journalism Award
- National Association of Black Journalists: Salute to Excellence Nominee, **2014**
- Louisiana Associated Press: Broadcast Winners/Television, 2014 Finalist



■ GO GETTER (100%)





When you book Casey, she is there to encourage, inspire and *enlighten*.

Brandi Charlot, Owner Blucid Floral

CASEY'S REACH



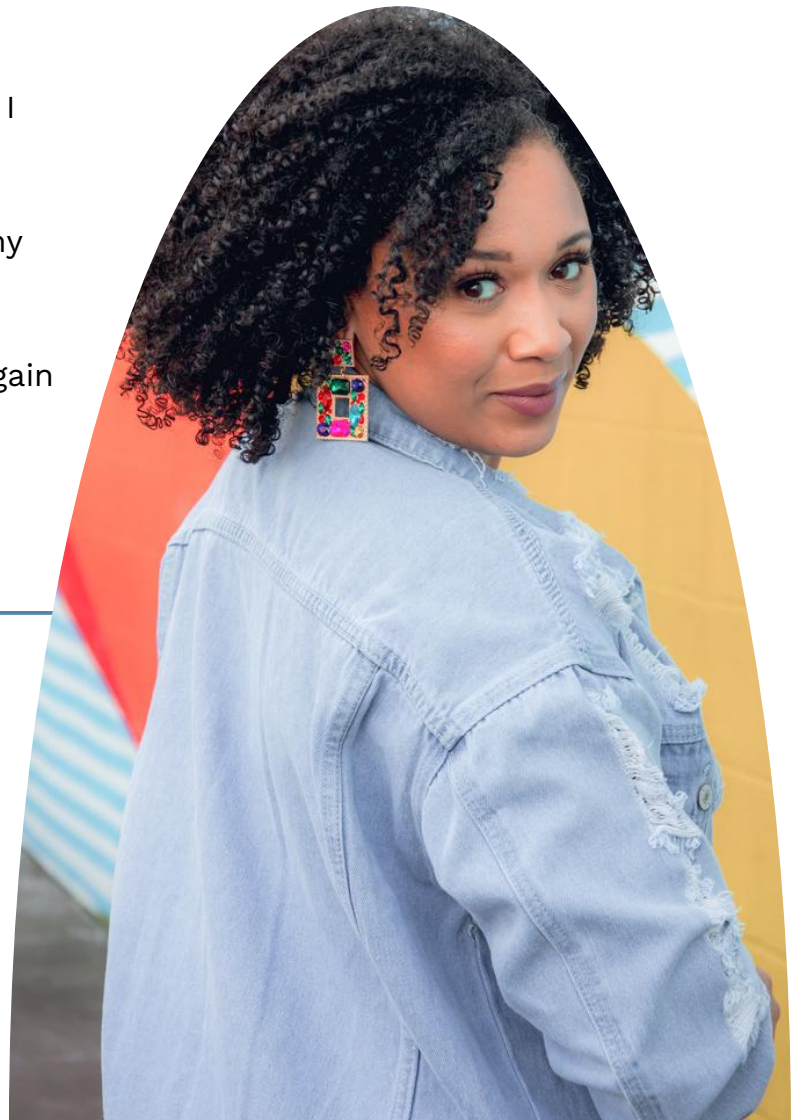
SERVICES



I can speak on a variety of topics, but I love sharing about my year as a professional journalist and how I leveraged that experience to launch my own Public Relations firm. I find fulfillment in empowering women and entrepreneurs to share their story to gain media exposure and be seen as an authority in their field.

Casey Ferrand

- **Guest Hosting**
- **Media Coaching**
- **Public Relations**
- **Consulting**



CURLY GIRL: *My Curls Are Mine to Love*

In 2017, Casey made the bold decision to wear her short-cropped naturally curly hair on the news in New Orleans. Her curls have become a source of admiration and inspiration to women and young girls who watched her on the news.

Casey wrote a children's book to continue inspiring curly girls everywhere to embrace the beauty of their natural hair. The book and the character, Baylee, were born out of her experience as a young girl seeing black women on the news and aspiring to one day be a journalist. She hopes her charge to be her natural and authentic self, will show the importance of representation in media.



Casey is thrilled to invite you to join the Curly Girl movement by spreading positivity and promoting literacy. You are able to purchase bulk orders and even schedule a virtual book reading with the author or arrange for a virtual presentation lead by Casey on a variety of topics including:

- Developing Self Love & Confidence
- Representation in Media
- Leveraging The Media to Grow Your Brand or Business



GET CASEY

Below, get in touch with Casey and learn how she can add value to your next event!



Casey takes her training extremely serious and can be unrelenting, which is imperative when communicating to her clients to take their needs and expectations seriously.

Brandi Charlot, Owner Blucid Floral



She's simply amazing and if you're looking for a company to help boost your business, increasing sales you have to make the call

April Griffith, Co-Owner Tanjariné Kitchen



This has been one of the best investments I've made for my business.

Tamika Smith, Owner Mone's Healthy Eats

BOOK CASEY HERE

CASEY FERRAND MCGEE

The signature is written in a large, flowing, blue cursive script. Below the signature, the name "CASEY FERRAND MCGEE" is printed in a bold, blue, sans-serif font.