

EST. 1992



FunTimes Magazine, LLC



Company Overview

FunTimes Magazine, LLC is a trusted media, marketing, and community engagement platform dedicated to amplifying the voices of the African Diaspora and Black communities. Established in 1992, in Monrovia, Liberia and relaunched in Philadelphia in 2010, FunTimes Magazine serves as a trusted source of information, advocacy, and support for businesses, nonprofits, and government agencies seeking to engage these communities. Our solutions span publishing, digital marketing, community engagement, and public relations. We are a National Certified MBE and a HUBZone entity, proudly listed in the City of Philadelphia OEO registry and accredited by the Better Business Bureau with an “A” rating.

Core Services

Marketing and Content Creation

- Content development for websites, blogs, and social media
- Strategic storytelling, visual content, and multimedia production
- Social media planning and management (Facebook, Instagram, LinkedIn, X)
- Targeted digital advertising (Google Ads, social media platforms)
- Email marketing campaigns and engagement strategies

Community Engagement and Public Awareness

- Public health information campaigns on issues like vaccine hesitancy and mental health
- Civic engagement initiatives
- Programs promoting financial literacy and tax assistance for underserved communities
- Partnerships with community leaders, influencers, and organizations

Call Center and Customer Support

- Inbound customer inquiry handling, technical support, and issue resolution
- Survey and feedback collection for program improvement
- Call center operations for community outreach and campaign support

Publishing and Media Production

- Print and digital publishing (magazines, brochures, directories)
- Commercial printing and prepress services
- Online periodicals and book publishing
- Publishing and showcasing local businesses, leaders, and community achievements

Advertising and Public Relations

Media relations, press releases, and crisis communication
Publicity campaigns, community events, and social impact storytelling
Advertising strategy and management, including press clipping and community engagement

www.funtimesmagazine.com

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DUNS Number:

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Unique Entity ID:

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Certification



National Certified MBE

Accreditation



NAICS Codes:

541613

Marketing

Consulting Services

561422 Call Centers

323111 Printing

513120

Periodical Publishing

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Key Projects and Impact

Key Projects, Funding and Strategic Impact

- **CWF Marketing and Communication Partnership**

Partnership with Campaign for Working Families, overseeing CWF's marketing and communication, public relations, and call center operations. For 2023 tax season, CWF filed over 25,000 tax return for families resulting in \$32 million in tax refunds. The call center also fielded over 20,000 calls.

Enhanced visibility and engagement for the Campaign for Working Families through website redesign, social media growth, and strategic content creation, directly supporting community financial literacy and tax assistance programs.

- **988 Diaspora Mental Health Awareness Campaign**

Launched the "988 Diaspora Campaign" with funding from Knight-Lenfest Local News Transformation Fund, educating the community on mental health resources and crisis support.

Raised awareness of mental health, with over 4.5 million impressions on Facebook and 3.4 million on Instagram. Collaborated with influential community leaders to promote the campaign, connecting individuals with essential mental health resources.

- **COVID Vaccine Hesitancy Information Dissemination**

FunTimes conducted a public information outreach funded by Independence Public Media Foundation, addressing vaccine hesitancy in the Black community through targeted content and engagement campaigns.

- **Every Voice Every Vote Election Initiative**

Key contributor to coalition of local newsrooms and community organizations in election civic engagement through Every Voice, Every Vote (EVEV) initiative funded by the Lenfest Institute for Journalism, fostering voter participation in Philadelphia.

Key Differentiators

- **Community-Centered Approach:** FunTimes focuses on creating impactful narratives and accessible information that resonates with and empowers African Diaspora communities.
- **Multi-Platform Reach:** Over 3 million audience reach across print, digital, and social media platforms.
- **Established Partnerships:** Strong ties with local newsrooms, government agencies, and community organizations to broaden the scope and impact of campaigns.