

BASS PUBLIC AFFAIRS

YOUR CLEAR VOICE IN A CROWDED MARKET



FALL 2021

Policy & Pound Cake

Enjoy
Capitalism

GET TO KNOW US

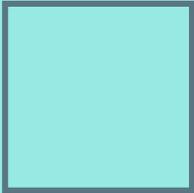
Our Story

Tools of Media Engagement

Our Work

Our Results

OUR STORY



LEADERSHIP TEAM

Dee Dee Bass Wilbon

Dee Dee brings ten years of experience in corporate America to her role as a principal at Bass Public Affairs and over 15 years as a professional communicator. The accolades and recognition that Dee Dee received is evidence of her success in corporate America. Her outstanding performance earned her the coveted Young Achievers Award at MBNA, once the world's largest credit card issuer.

Dee Dee has worked as a media consultant for community organizations, business leaders, entertainers and elected officials. In this role, she has served as spokeswoman and ghostwriter, helping to manage both the owned and earned media relations for a diverse set of communities. National and international media outlets have called on her for her acute political insights.

Dee Dee serves on the Women's Public Leadership Network board of directors and is an advisory board member for Smart Women Smart Money.

Deana Bass Williams

Deana Bass Williams' first job in the business was writing obituary notices and wedding announcements for her hometown newspaper, The Columbus Ledger-Enquirer in Columbus, Georgia. She served as press secretary and spokesperson for former U.S. Congressman Howard P. Buck McKeon, Director of Coalitions for former U.S. Congresswoman Deborah Pryce and Deputy Director of Coalitions to Ken Mehlman, former Chairman of the Republican National Committee. Deana also served as the first Executive Director of The Gloucester Institute founded by Charles and Kay Coles James. In 2016 she served as National Press Secretary for presidential candidate Dr. Ben Carson. She also served as Deputy Chief of Staff to Dr. Carson in his role as Secretary of the Department of Housing and Urban Development.

ABOUT BASS PUBLIC AFFAIRS

Bass Public Affairs (BPA) is a Washington, D.C. based public affairs firm founded in 2007 by sisters Dee Dee Bass Wilbon and Deana Bass Williams. BPA specializes in helping organizations impact public discourse by projecting a clear message in the crowded marketplace of ideas. While we support a diverse set of organizations, our partners are most often:

- 1) organizations and individuals that want to impact public discourse for positive change,
- 2) organizations and individuals that want to halt the marginalization of Christians and people of faith in politics and culture and
- 3) organizations and individuals with altruistic and noble missions designed to advance opportunities in underserved communities.

THE SIGNIFICANCE OF A SYMBOL

The origin of our logo is quite easy to explain. A friend once referred to dragonflies as “butterflies with attitude.” We immediately fell in love. Well, as much as one can fall in love with a phrase... We fell in love.

When debating logos, we toyed with a number of images until one day we realized it was right under our noses. Or we should say, it was pinned to our blouses. You see, after hearing the phrase “butterflies with attitude,” we had abandoned all other pins and broaches to almost exclusively wear exotic, simple, playful and funky dragonflies.

Like butterflies, we are lighthearted, colorful and creative free spirits. But don't mistake our free spirit for lack of drive. We have an attitude of dedication that says, “Good is not nearly enough.” We have an attitude of determination that drives us to do better than best. We have an attitude of dependability that allows our clients to trust our word and our work.

The dragonfly or butterfly with attitude embodies our spirit. It underscores everything about the way we approach work. It explains why we soar beyond client expectations.

The Bass Sisters,
Dee Dee Bass Wilbon & Deana Bass Williams

TOOLS OF ENGAGEMENT



BASS PUBLIC AFFAIRS



BONDGIRLBOOKS



POLICY & POUND CAKE

We help organizations build alliances with potential clients and solidify partnerships with current clients. Whether reaching an audience of one or millions, the BPA communications toolbox uses hybrid research and innovative public relations techniques to build coalitions and enhance growth.



Bass Public Affairs

Today's media landscape is diverse and ever-changing. From the 24-hour cable news cycle to the growing platforms on social media, your options for reaching your audience can be daunting. BPA helps our clients navigate the wild west of media to identify sustainable and effective avenues to project a clear voice in the marketplace.

Our team has over 60 years of combined experience in media management.

BPA's public relations services help clients get ready for P.R.O.M. Through strategic network relations, we make sure that a client's message generates movement to attract the People, Revenue, Organizations and Media necessary to create realistic and long-lasting awareness.

We specialize in generating earned media and creating owned media to connect clients with their perfect audience. This includes but goes well beyond the tried and true tools of press releases and media advisories. BPA creates media worthy events and campaigns to grab and keep your audience's attention.

Media management includes: 1 Navigating earned, owned and paid media 2 Calming the storm during crisis communications 3) Resolving communications challenges through clear licensed mediation and dispute resolution services.



BondGirl Books

Each day hundreds of writers take the long-awaited step to become published authors. The revolution in independent publishing gives authors the platform to contribute their works of fiction and non-fiction to the marketplace of ideas. Now that tools are available to make independent publishing seamless, authors must rise to the challenge of executing a public relations and marketing campaign that will allow them to actually connect with readers.

Shelf Life

Bond Girl Books' Shelf Life program turns authors into strategic marketing pros. Authors are given professional tools and guidance to give their works a longer and more profitable shelf life. Shelf Life includes, but is not limited to planning real and virtual book tours, pitching authors as subject matter experts to Bass Public Affairs' robust network of journalists and producers, and drafting and distributing press releases to over five thousand journalists at the push of a button.

BondGirl Book Club

Once each quarter, BondGirl Books hosts a book club. Club meetings hosted at the famed National Press Club are now held virtually, allowing participants from around the globe to join the thought-provoking conversations.

Buy The Book

This arm of BondGirl Books shares free books with young readers.



Policy & Pound Cake

In March 2020, BPA planned to launch Policy and Pound Cake, a series of roundtable conversations on how to best communicate the conservative message with broader audiences.

BPA co-founders, The Bass Sisters determined that throughout their lives, the most effective conversations about domestic and foreign policy and how they affect everyday people have taken place over a cup of coffee with a slice of their mother's pound cake. The original goal of Policy and Pound Cake was to recreate these conversations with the nation's top communicators and policymakers.

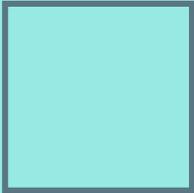
Well, a national pandemic interrupted those plans. Policy and Pound Cake beautifully morphed into a popular podcast where each week The Bass Sisters champion conservative principles by attacking policy not people.

Under the banner of Policy and Pound Cake, they also host virtual training sessions. Because a vibrant democracy demands all voices have a place in the public square, Policy and Pound Cake Master Classes train communicators to speak up and champion conservative values with wisdom, civility, strength and grace.

Policy and Pound Cake Master Classes are guided by the principle to #AttackPolicyNotPeople. We believe the most effective communicators are able to vigorously and respectfully attack ideas and policies, without ever attacking people.

In addition to providing instruction on powerful messaging, Policy and Pound Cake Master Classes also offer courses teaching communicators to stretch their creativity to develop engaging content that will spark rich and rewarding conversations in the public square

OUR WORK



BPA is successful in helping organizations manage their media because we build effective tools of engagement. The BPA toolbox includes everything from traditional press releases and media advisories, to emerging social media strategies and newsworthy events. By understanding the needs of the client and the temperature of the media cycle, we build a toolbox of media engagement services that help organizations reach their audience.

General Services Offered

- Full Earned, Owned and Paid Media Management
- Event Management and Promotion
- Creative Services - Collateral Design
- Podcast Production and Promotion
- Regional and National Media Booking
- Coalition Engagement
- Research and Proposal Development
- Website Development

Full Earned, Owned and Paid Media Management

By understanding the needs of our partners, the needs of media outlets and the temperature of the news cycle, BPA is able to generate earned media.

- **Surrogate Alert**

BPA is able to select journalists based on beat, geography and outlet to send targeted surrogate alerts to hundreds of journalists with the push of a button.

BEN CARSON
FOR PRESIDENT 2016

CONTACT: Deana Bass

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SURROGATE ALERT

In an effort to bully and shame women into voting for Hillary Clinton, former Secretary of State Madeleine Albright said, "There is a special place in hell for women who don't help other women." Albright's remarks highlight the Democrat's long history of voter bullying and voter shaming.

The following Carson for President surrogates are available to discuss the importance of appealing to voters based on the merits of a candidate's policies and not a candidate's gender.

Bass Public Affairs

Celebrates

Police Officers and Protesters

Police Officers and Protesters are integral components of a vibrant democracy. Today we celebrate both. Share this coupon with a police officer or a protester for them to redeem an 80z coffee on us at:

est. 2013
POUR
CLEVELAND

530 Euclid Ave.
Cleveland, Ohio 44115

Creating Newsworthy Events

During the height of tension between protestors and police officers during the 2016 Republican and Democratic National Conventions, BPA partnered with local coffee shops to promote unity. The effort generated goodwill and media attention for client events.



• Opinion-Editorials - Commentaries

BPA drafts and places opinion editorials and commentaries. Below are excerpts of commentaries drafted and placed by BPA.

Disney Again Faces Up to Its Racist Past (Placed in The Daily Signal)

By The Bass Sisters

Disney has come a long way.

Like most American girls, we grew up on Disney princesses. In 2009, when the animated feature “The Princess and the Frog” told the story of Tiana, Disney’s first black princess, we joined other black women across the globe in saying, “It’s about time.” This week, Disney once again is facing up to its racist past.

The Walt Disney Co.’s new streaming service, Disney Plus, is generating positive and negative noise this week around its decision to include a disclaimer about older films in the studio’s 96-year history that depict racist stereotypes.

As noted by The Hollywood Reporter, Disney Plus put the following disclaimer at the bottom of the synopsis of some of the studio’s classic movies: “This program is presented as originally created. It may contain outdated cultural depictions.

Taraji P. Henson Reflects on Lessons Learned from Matriarchs (Placed in Urban Cusp)

By Taraji P. Henson

I enjoy the stories of Hollywood starlets being discovered in a malt shop and sky rocketing to fame overnight as much as the next person. I enjoy them the same way I enjoy the fairytales of dragons and unicorns I used to tell my son when he was a little boy. But in reality, most overnight sensations are 10, 15 and even more years in the making. Success doesn’t take luck at a malt shop; it takes the courage to work at your craft for years. It takes perseverance.

This Mother’s Day, as I celebrate my mother Bernice and my grandmother Patsy, I am thankful for the lessons of perseverance that they taught me. They teach in the very best way, by example.

Voting...The Right and Responsibility of Citizenship (Placed in The Afro)

By Morris Chestnut

One of the fundamental building blocks of a vibrant democracy is the freedom for men and women to cast their vote and elect their leaders. On the eve of one of the most divisive and important elections of my lifetime, I can think of no better time to point out the fact that 5.6 million American citizens of voting age have been disenfranchised. They have absolutely no say in electing the men and women who will ultimately make decisions that impact every aspect of their lives.

This is a huge number that should give us all pause. The populations of Wyoming, Washington, D.C., Vermont, North Dakota, South Dakota, Alaska and Delaware combined do not equal 5.6 million people.

And when you begin to survey the demographics of the disenfranchised, you are faced with an indisputable fact. Most are from low-income and minority communities. A true snapshot of this disenfranchised community is enough to make even the most ardent opponent of voter re-entry rights reconsider.

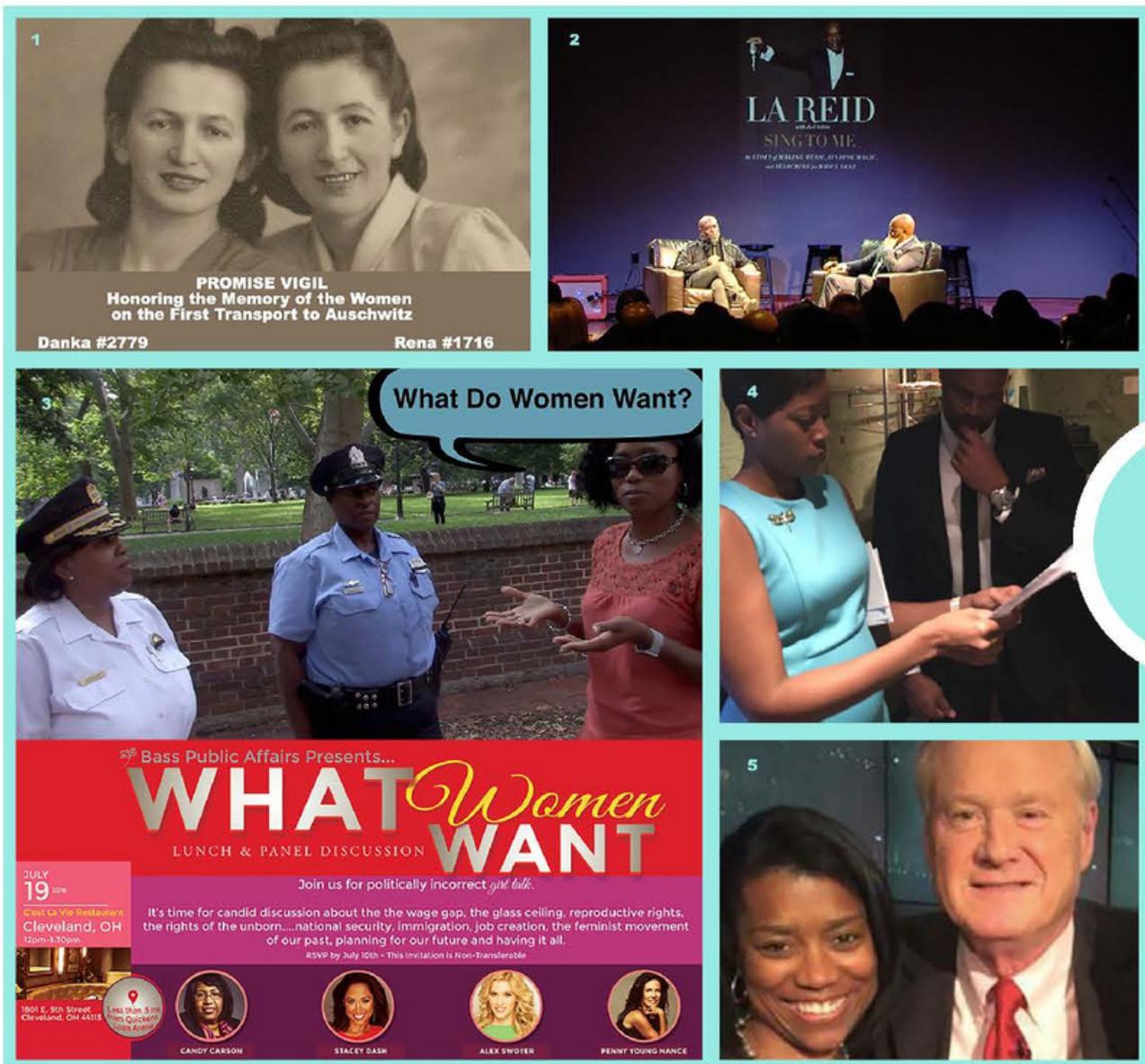
Event Management and Promotion

BPA builds media strategies for a diverse set of business, entertainment and community events.

• Events Managed and Promoted by BPA

BPA successfully manages a diverse set of events to help clients engage audiences.

1) Worked with Heather Dune Macadam, author of *Rena's Promise* to honor the first transport of women to Auschwitz. 2) Promoted live interview and brunch with comedian Chris Spencer and music executive L.A. Reid 3) Hosted "What Women Want" events during the 2016 Democratic and Republican National Conventions. 4) BPA partner Deana Bass Williams reviews line by line with comedian Chris Spencer 5) BPA partner Dee Dee Bass Wilbon with former MSNBC host Chris Matthews before a media hit.



Creative Services - Collateral Design

BPA designs collateral. This includes graphic design and video production for television and social media.

joanneparker



Joanne parker

Author

www.joanneparkerbooks.com

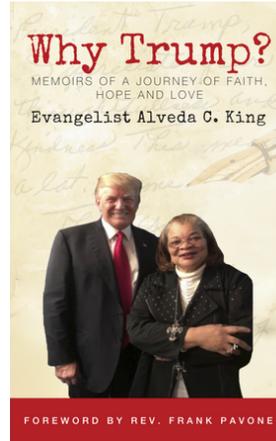
Followed by deanparker, sheistanisha and 4 others

Following

Message

Email

BPA creates social media content to support client style guides.



BPA's co-founders co-host weekly show on WJLA in Washington, DC.

In Other News...



BPA Creates social media content to support client style guides.

Creative Services - Collateral Design

BPA designs collateral. This includes graphic design and video production for television and social media.



Live Twitter Conversation with Celebrities, Authors and Thought Leaders

BPA/BondGirl Books hosted a virtual book club with Dwayne Alexander Smith author of the thriller "Forty Acres."

Click to Share

BPA creates content that is easy to share in social media pre and post events.



Click to Share

The DCInfluencers Brunch is less than 24 hours away. Share the news in your twitter-verse.



We're getting even more social.....



click to follow us on instagram



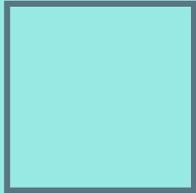
click to follow us on twitter

Click to Share

BPA creates virtual content that enhances, engages and compliments your real-life audience.



OUR RESULTS



Today any publicist with a smartphone and a Twitter account will call herself a media and communications expert. Team BPA values the smartphone and Twitter, but we understand that an effective media relations strategy is so much more. With over 60 years of combined experience in the business of managing media, the BPA leadership team understands a media strategy is only effective if you get results and can prove the plan is working.

BPA conducts monthly communications audits tracking and analyzing the impact of your media footprint. Elements of the audit include:

1. Content Stream - stream of media coverage
2. Media Exposure - insight into how media coverage is trending over time
3. Trending Themes - insight into key phrases that are most frequently associated with the brand
4. Top Sources - insight into how coverage is broken down by media outlet
5. Top Locations - insight into how coverage is broken down by state
6. Potential Reach - insight into the number of potential viewers that have been exposed to coverage.
7. Advertising Value Equivalency (AVE) - a monetary value on media coverage
8. Twitter - analysis of not only who tagged the brand, but also brand mentions and most frequent accounts engaging with the brand



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