

Let's Talk About Making Your Communications Plan Work.

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WHAT POWERS US...

BPA's media engagement is powered by:

- Strategic communications insight from Dee Dee Bass Wilbon and Deana Bass Williams. The Bass Sisters founded Bass Public Affairs over 14 years ago and have helped some of the nation's most influential politicians, thought leaders and corporations manage their media.
- Over 35 combined years of building relationships with the nations' top producers, bookers and journalists.
- A database of over 1.8 million journalists and 8,000 media outlets. BPA can selectively target journalists to bring you the media engagement you need. Because we value outcomes more than outputs, we also provide detailed measurements on how our engagement strategy impacts your brand.

MESSAGING GUIDANCE

BPA will create a monthly messaging guidance dashboard for your organization to engage its internal and external publics. The messaging guidance dashboard includes:

- a communications audit of your brand's existing media
- challenge questions and responses to critical issues related to you and your brand
- messaging marks for use when speaking to the media
- content style guide for your brand
- editorial calendar for your brand

TOOLS OF ENGAGEMENT

Earned Media

BPA monitors media cycles and news trends to best position your organization for strategic earned media opportunities. Media should advance your growth, branding and development goals. Earned media engagement includes deploying targeted press releases, surrogate alerts and audio news releases. It also means relying on two decades of building trust with the nation's top media bookers and producers.

Owned Media

BPA turbocharges your organization's communication platforms. Using strategic messaging guidance, BPA will create relevant content to distribute across your social media platforms, website, and email distribution channels. BPA will produce your company's podcast, newsletter and other strategic tools to reach your desired audience.

Paid Media

BPA identifies impactful opportunities for strategic media buys. We secure traditional, and digital ad buys that hit the mark. A comprehensive paid media campaign may also include national and affinity newswire services.

Analytics

BPA's track record of success is supported by robust analytics. We provide a pre and post media audit of engagement efforts. The audit includes tracking mobile readership, social amplification, share of voice, top publishers, key messages, ad equivalency and more. Analytics is a critical component of any BPA media strategy. It allows you to know at every stage of a project if we are hitting targets.

