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Bass Public Affairs

Your Clear Voice
in a Crowded Market



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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 the marketplace of ideas and economic opportunities in low-income communities.

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 Promotion
Regional and National Media Booking
Coalition Engagement
Research and Proposal Development
Website Development

Four Divisions of BPA:

Bass Public Affairs
BondGirl Books
Policy & Pound Cake
The Action Zone - TAZ

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 many 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 our 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

The Leadership Team



Dee Dee Bass Wilbon

Dee Dee brings a decade of experience in corporate America to her role as a principal at Bass Public Affairs and over 15 years as a professional communicator. 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 the board of directors for the State Financial Officers Foundation.

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.

For full team bios visit BassPublicAffairs.com/about.

BASS PUBLIC AFFAIRS

Your Clear Voice in a Crowded Market



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.

BPA's public relations services help clients prepare for P.R.O.M. Through strategic network relations, we make sure 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.

For details, visit basspublicaffairs.com/services



BONDGIRL BOOKS



We're Bringing Smart Back One Book At A Time



The revolution in independent publishing gives authors the platform to contribute their works of fiction and non-fiction to the marketplace of ideas. However, 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 connect with readers.

Shelf Life

BondGirl 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 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. Book club meetings are hosted at the famed National Press Club in Washington, DC and virtually, allowing participants from around the globe to join the thought-provoking conversations. For details, visit BondGirlBooks.com.



POLICY & POUND CAKE

#AttackPolicyNotPeople



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 COVID19 global shutdown interrupted those plans. Policy and Pound Cake beautifully morphed into a popular podcast where The Bass Sisters champion conservative principles each week 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 masterclasses are guided by the principle to #AttackPolicyNotPeople. The most effective communicators can 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.

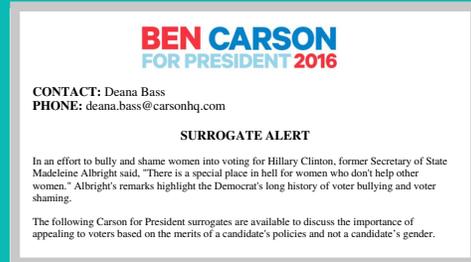
For details, visit PolicyAndPoundCake.com.

The Work



RNC Panel - What Women Want

BPA celebrated the importance of peaceful protest and the men and women in blue creating news buzz for client events at the RNC.



Surrogate Alerts

BPA submits surrogate alerts to garner earned media for clients.



Aflac Supports Sickle Cell Awareness

BPA supported Aflac's sickle cell campaign by booking interviews for American Idol winner Jordin Sparks.



Conservatives and The Black Press

BPA hosted a virtual roundtable with leaders of the Black Press and key conservative communicators.



Medicaid Health Plans of America

BPA supported the communications goals for the largest association representing Medicaid managed care organizations.



Cancel This Tour

BPA organized a series of conversations for conservative influencer Gothix to engage African American communities focusing on HBCU's.

The Work



RNC Panel - What Women Want

BPA hosted a roundtable during the RNC convention to debunk the myths about the war on women.



Influencers Brunch

BPA organized and promoted celebrity brunch with African American influencers in advance of the BET Honors.



70th Anniversary Promise Vigil

BPA organized event for Heather Macadam author of "Rena's Promise" to honor and remember the women on the first transport to Auschwitz.



Virtual Book Club

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



US Interagency Council on Homelessness

BPA wrote the strategic plan for the federal government's response to homelessness exposing the flaws of housing first.



Joanne Parker Books

BPA supports independent authors like Joanne Parker through events and social media engagement.

The Work

Opinion-Editorials - Commentaries

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

Transgender Athletes Will Spell the End of Women's Sports (Placed in The Daily Signal)

By The Bass Sisters

One of the first and most important things we learned in the school yard was the concept of fair play. When running a race, you don't start before the whistle is blown. In a game of hide-and-seek, you don't peek to see the location of the other players. Starting the race before your opponents and peeking to see the location of your hiders violate the principle of fair play by giving you an unfair advantage.

That concept of unfair advantage is the very reason we do not support the move toward allowing biological males to compete in female sports. It is a highly charged political topic, but it should not be if those debating would remember what we were taught as kids about fair play.

It doesn't matter where you fall on the political divide. Both the far left and the far right should be able to concede that men are biologically stronger than women.

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 skyrocketing 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.

The Work

The Marketplace of Ideas

BPA does not believe in operating in an echo chamber. The best way to increase the marketplace of ideas is to share conservative solutions with media from all ranges of the political spectrum. Below are some of the diverse marketplaces where BPA clients have shared their clear messages.

**BLACK
ENTERPRISE**
POLITICO

**BBC
NEWS**



**#ROLAND
MARTIN
UNFILTERED**
DAILY DIGITAL SHOW



The
Washington
Post



THE HILL

The
New York
Times

The Seattle Medium

yahoo!news

DAILY CALLER

TRICE EDNEY
WIRE NEWS



The Results

Today any public relations person with a smartphone and an Instagram account will call herself a media and communications expert. Team BPA understands the value of the smartphone and Instagram, but these tools must be backed by proof that the plan is working. BPA conducts monthly communications audits tracking and analyzing the impact of your media engagement. Tracking allows BPA to adjust efforts when necessary or stay on track as targets are hit.

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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