

20 23

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:

IF YOU'RE VIEWING THIS ELECTRONICALLY CLICK LINK FOR WEBSITE.

Bass Public Affairs

BondGirl Books

Policy&PoundCake

BPALiveWire

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

Dr. Ben Carson

John Patrick Feehery



Recent Guests

Lisa Nelson



Paul Fitzpatrick



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.

In the fall 2023, Policy and Pound Cake will move to the small screen and begin airing on select Sinclair stations across the nation.

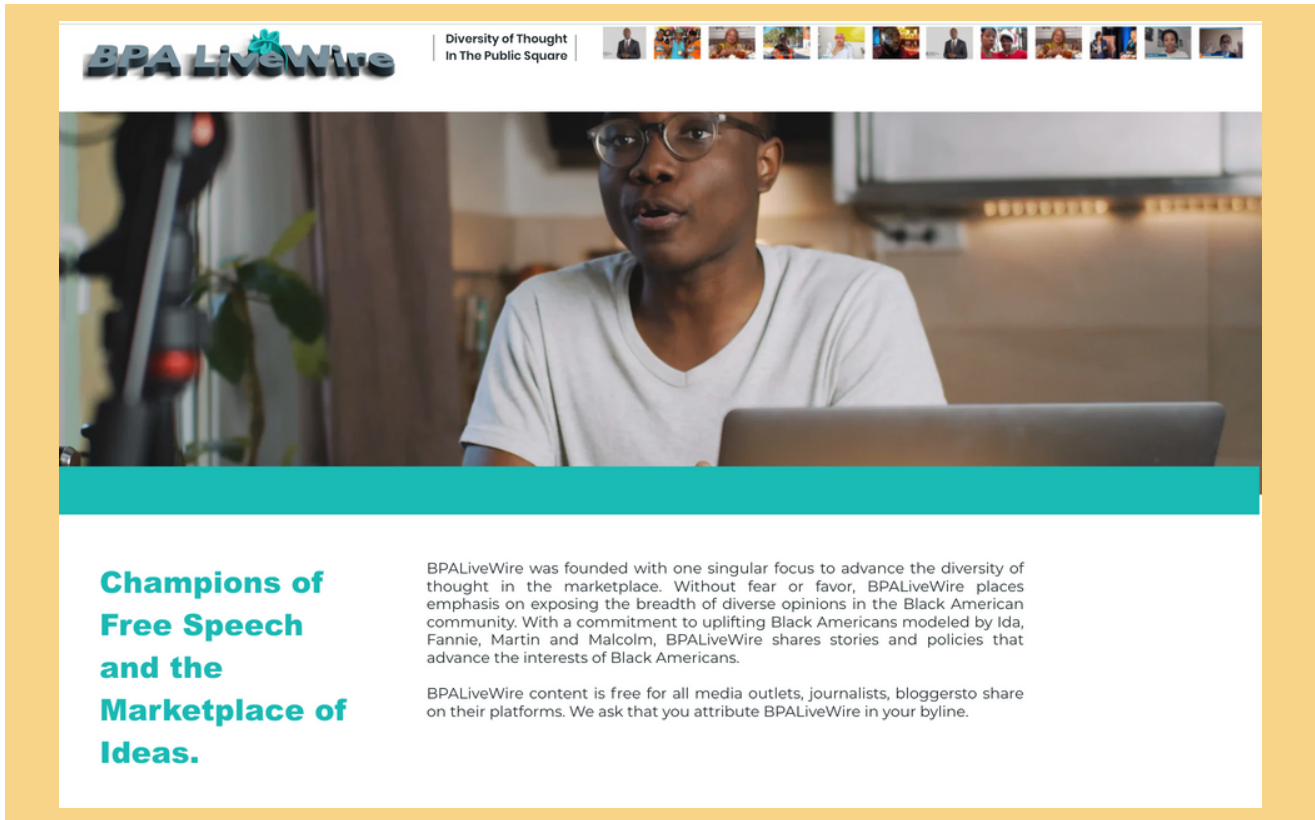
For details, visit PolicyAndPoundCake.com.

BPALiveWire

advancing

Diversity of Thought in the Public Square

Necessity is indeed the mother of invention. BPA needed a way to share the diverse common-sense opinions that the corporate media either ignores or mocks. BPALiveWire was born. Each week, BPALiveWire shares content with journalists and media outlets.



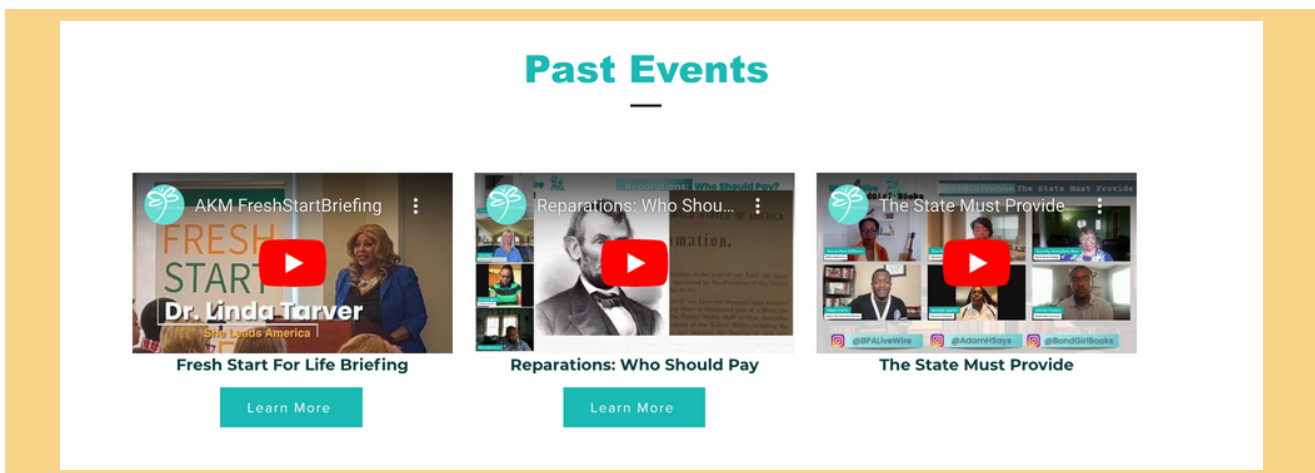
The screenshot shows the BPALiveWire website header with the logo, tagline "Diversity of Thought In The Public Square", and a row of small profile pictures. Below the header is a large video player showing a man with glasses working on a laptop. To the left of the video is a teal box with the text "Champions of Free Speech and the Marketplace of Ideas." To the right of the video is a white box with text explaining the organization's mission and content policy.

Champions of Free Speech and the Marketplace of Ideas.

BPALiveWire was founded with one singular focus to advance the diversity of thought in the marketplace. Without fear or favor, BPALiveWire places emphasis on exposing the breadth of diverse opinions in the Black American community. With a commitment to uplifting Black Americans modeled by Ida, Fannie, Martin and Malcolm, BPALiveWire shares stories and policies that advance the interests of Black Americans.

BPALiveWire content is free for all media outlets, journalists, bloggers to share on their platforms. We ask that you attribute BPALiveWire in your byline.

In addition to sharing news stories, BPALiveWire hosts newsworthy in-person and virtual events.



The screenshot shows the "Past Events" section of the website. It features three event cards, each with a video player thumbnail, a title, and a "Learn More" button. The events are: "AKM FreshStartBriefing" featuring Dr. Linda Tarver, "Reparations: Who Should Pay", and "The State Must Provide".

Past Events

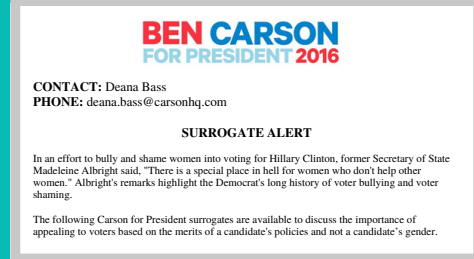
- AKM FreshStartBriefing**
Dr. Linda Tarver
Fresh Start For Life Briefing
[Learn More](#)
- Reparations: Who Should Pay**
[Learn More](#)
- The State Must Provide**
[Learn More](#)

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

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.



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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