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BERNADETTE DAVIS COMMUNICATIONS


AGENCY CAPABILITIES

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FIRM BACKGROUND & EXPERIENCE



Bernadette Davis Communications is a diverse, multigenerational communications team with decades of storytelling experience. Based in Plano, Texas, the agency provides counsel in the areas of executive and internal communications, media relations, issues management and crisis communications to clients in the entertainment, technology, commercial real estate and senior living industries.

Our team members have been responsible for messaging and campaigns related to the COVID-19 pandemic, diversity, equity, and inclusion, labor relations, safety, corporate transportation, employee communications, senior living and more.

The agency's project management team adapts to clients' needs using a mix of flexible methodology and standardized processes and tools. These ensure a smooth and efficient collaborative relationship between our team and clients.

FOUNDED

2014

SERVICE

U.S.

FEDERAL ID

81-2713649

DUNS

077145776

NAICS

541820 | Public Relations Agencies
711510 | Independent Artists,
Writers, and Performers

CURRENT & RECENT CLIENTS

The Walt Disney Company
The Arbor Company
Grant Thornton
JPMorgan Chase
Family Focus (Chicago)
LISC Kansas City



OUR SERVICES



EXECUTIVE COMMUNICATIONS

Event & media prep | Key message development |
Thought leadership | Speechwriting |
Presentation design



EMPLOYEE & EXTERNAL COMMUNICATIONS

Employee editorial & communications strategy |
Media relations |
DEI communications | Event support |
Issues management



EDITORIAL & DESIGN

Corporate newsroom strategy & execution |
Content ideation and development | Blogs |
Social media | Video editing | Brand design |
Collateral

DEI ANNUAL REPORTS

GRANT THORNTON

Our team worked closely with the National Managing Director, Culture, Immersion & Inclusion on the company's second annual Diversity, Equity & Inclusion Report.

Beginning in July 2021, we reviewed their data and content and developed the copy for this report to highlight their ongoing commitment and progress on inclusion.

AGENCY SERVICES:

Strategic Communications Content Development

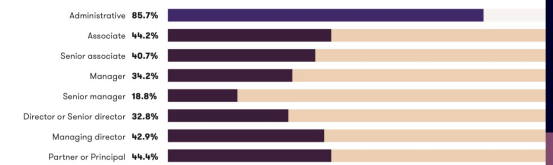


2021 Diversity, Equity and Inclusion Report

New hires by gender

From a gender perspective, while overall there was a slight decrease in the hiring of women compared to last fiscal year, certain job levels showed progress. The biggest decline was at the associate level, where 44% of newly hired senior associates in fiscal year 2021 were women compared to 49% in fiscal year 2020. At the senior associate level, though, 41% of newly hired senior associates in fiscal year 2021 were women, compared to 37% in fiscal year 2020. The percentages of women hired at the manager to director levels were down from the previous year. But 43% of newly hired managing directors were women, up from 33% in the 2020 fiscal year, and 44% of newly hired partners or principals were women, compared to 40% the year before.

New hires who are women



Note: Administrative job title includes paraprofessional, nonexempt professional and administrative roles.



DEI ANNUAL REPORTS

VIZIENT

In 2022 our team partnered with the Culture, Diversity and Inclusion team to develop their inaugural 2021 DEI annual report.

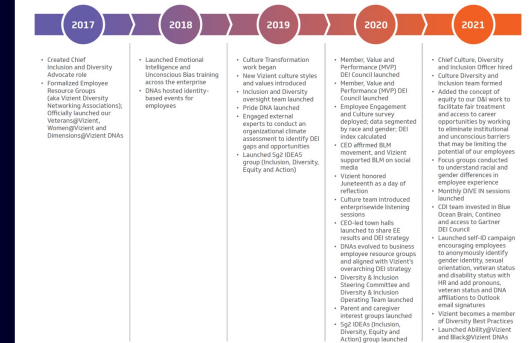
AGENCY SERVICES:

Content Development

Graphic Design



Our DEI timeline



DEI strategic framework | 2020-2024

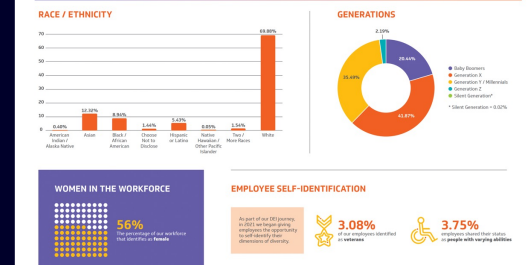
Creating a diverse, equitable and inclusive culture that drives innovation and business success



Our workforce

The people who make Vizient work, our employees, are the focus of our inclusion efforts. We began our DEI journey with an understanding of the diversity of our employees and what makes them who they are. That includes reviewing the representation of different dimensions of diversity in our employee population and working to make sure they feel they can contribute and belong in all our workplaces.

We have data on our employees when it comes to gender identity, sexual orientation, veteran status and disability status. In 2023 we launched a self-identification campaign to give employees the opportunity to share their veteran and disability status confidentially with our human resources team. When employees share their dimensions of diversity, it gives our teams data which informs our approach to inclusive practices, policies, benefits and offerings.



Newlywed Park Ridge couple recount falling in love after moving into retirement community

By Jennifer Johnson
Pioneer Press
Mar 07, 2022 at 6:37 pm



Expand



EDITORIAL CONTENT

THE ARBOR COMPANY

Since 2015 we have served as public relations partners for The Arbor Company, which operates 40+ senior living communities in 11 states.

We work with the marketing team to identify stories about residents, staff and families that help to grow Arbor's reputation with prospective residents and their families.

AGENCY SERVICES:

Strategic Communications

Corporate Editorial

Resident & Family Communications

Public Relations

Issues Management

Strategic Public Relations

Arlington Museum of Art

Our team worked with the Arlington Museum of Art to promote an exciting exhibit featuring works by 31 of the most well-known contemporary Black and African American artists. We worked with the team on positioning and key messages, social media and community engagement.

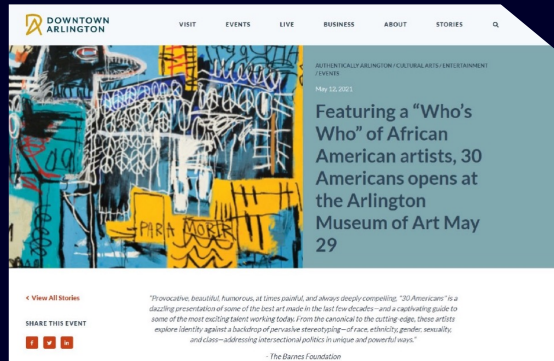
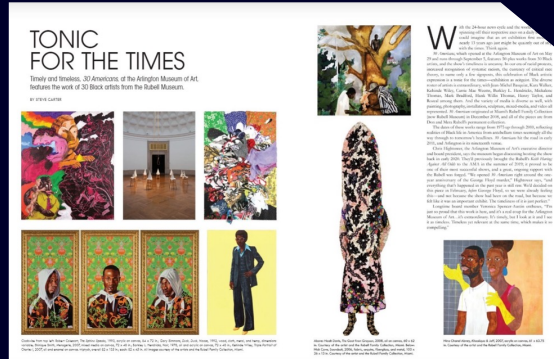
AGENCY SERVICES:

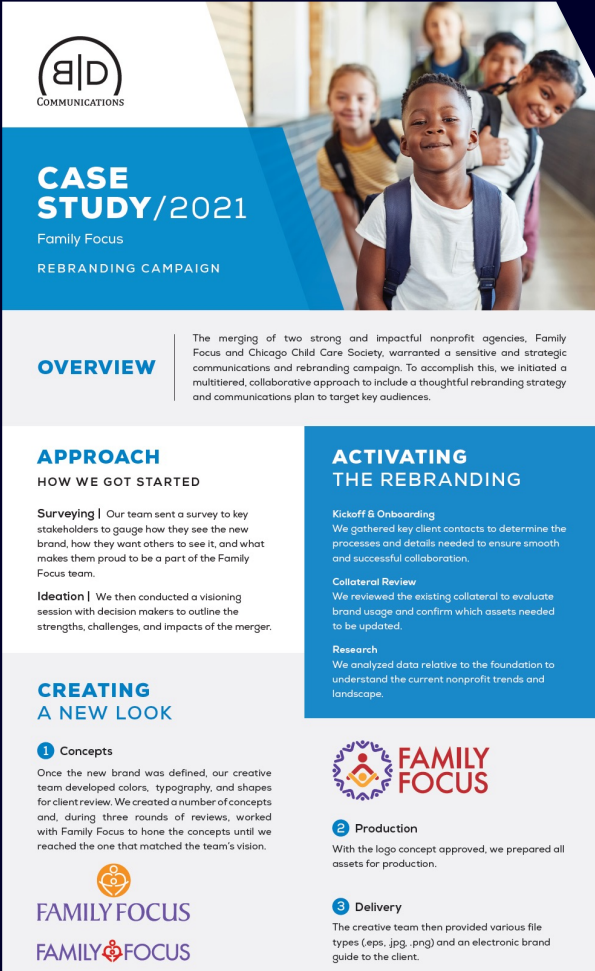
Strategic Communications

Editorial

Social Media

Graphic Design





Nonprofit Branding

Family Focus

Family Focus, a Chicago nonprofit formed after the merger of two organizations, needed a rebrand for their future.

Our team worked with the senior leadership and key board members to develop the approach for the rebrand. The agency creative team created a new logo based on input from stakeholders and the rebrand successfully launched on time at a fundraising event.

AGENCY SERVICES:

Logo Rebrand

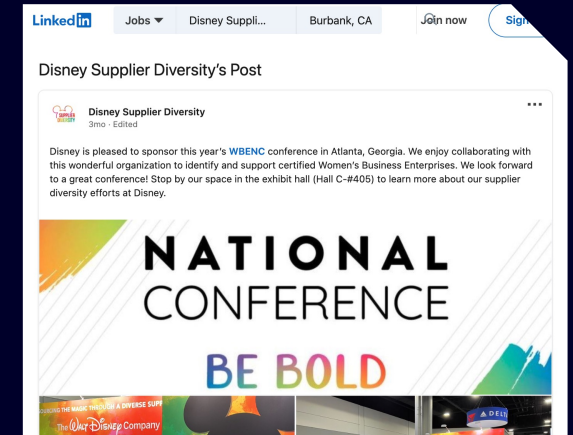
SUPPLIER DIVERSITY

THE WALT DISNEY COMPANY

Since 2021, our team has worked closely with the Supplier Diversity & Sustainability team for The Walt Disney Company to provide communications support.

AGENCY SERVICES:

- Strategic Communications
- Employee Communications
- Executive Communications
- Editorial Support
- Graphic Design
- Stakeholder Engagement



STRATEGIC COMMUNICATIONS

LISC GREATER KANSAS CITY

Since 2021 we have served as a partner to the Greater Kansas City Development Officer. LISC forges resilient and inclusive communities of opportunity in partnership with residents and partners.

AGENCY SERVICES:

Strategic Communications
Executive Communications
Content Development
Graphic Design

LISC GREATER KANSAS CITY

STRATEGIC PLAN
2020-2024

OUR MODEL: HOW WE WORK

We employ a comprehensive investment strategy that leverages public and private funding, provides technical assistance, secures national resources, and engages community partnerships to:

Eliminate systemic barriers and increase access to opportunities, resources, and supports in underinvested communities.

Secure the health, safety, and economic prosperity of our residents and neighborhoods.

Build, rehabilitate, and preserve affordable housing.

Strengthen the resiliency, infrastructure, and impact of our FOC Network and community development organizations in our region.

Ensure our workforce is prepared for and has access to jobs and careers now and in the future.

MISSION

With residents and partners, LISC Greater Kansas City forges resilient and inclusive communities of opportunity – great places to live, work, visit, do business, and raise families.

We accomplish our mission by serving as an intermediary within the diverse communities of our region fostering partnerships, leveraging investments and community resources, and advocating for and creating policy and system changes to achieve just and thriving ecosystems.

Grounded in opportunity, access, equity, and justice, the 2022-2024 Strategic Plan addresses the following conditions:

1

the continued inequities across race and class in access to economic opportunity

2

the shortage of quality, affordable housing

3

the lack of financial resources for mission-driven community development organizations

4

the inadequate access to quality jobs and pathways to financial well-being


5

the threat to established and emerging BIPOC-owned businesses posed by the lack of access to capital and lending supports

6

the persistent disparities in health outcomes in communities of color as evidenced by social and political influencers

AFFORDABLE HOUSING



GOAL:
Ensure long-term housing stability for residents throughout our region

PRIORITIES:

- Preserve and create mixed income and affordable housing throughout the Kansas City region.
- Increase availability of safe, quality, and affordable housing.
- Preserve affordability of existing structures.
- Influence local, state, and federal housing funding, goals, and policies.
- Decrease racial disparities in housing opportunities.

WHO WE ARE

Decades of exclusion, discrimination and disinvestment have stood as obstacles for people of color. For 40 years, LISC KC has worked to eliminate these health, wealth and opportunity gaps by empowering communities, fostering partnerships, leveraging investments, creating system changes and transforming the environment.

1 in 3 households in Kansas City spend more than 30% of their income on housing

The median net worth of Hispanic & Black households is nearly 10X less than white households

40% of Americans do not have \$400 in their savings

The Need

OUR APPROACH

**AFFORDABLE HOUSING**

**FINANCIAL STABILITY**

**ECONOMIC DEVELOPMENT**

AMERICAN HEART ASSOCIATION

VOICES FOR HEALTHY KIDS

The association's Voices for Healthy Kids team has worked diligently to approach their mission with a focus on equitable funding and relationships. They wanted to share their story to help other nonprofits assess and make changes in their work.

We are working with the team to help craft the story across multiple communications channels.

AGENCY SERVICES:

Strategic Communications

Editorial Support

Graphic Design

Video Development

VOICES FOR HEALTHY KIDS
FAIR START INDEX

What is the Fair Start Index?
At Voices for Healthy Kids, we want all children to have a fair start to grow up healthy and lead full lives. Using county-level data from a variety of trusted sources, we developed the Fair Start Index to identify communities where policy change has the most potential to reduce, and someday, eliminate inequities in childhood opportunity, ensuring every child has a chance to live a full life.

How does the Fair Start Index work?
An index brings together many different data points to get an overall summary measure. To develop the Voices for Healthy Kids Fair Start Index we worked with the [County Health Rankings and Roadmaps](#), and other community data and equity experts.

Fair Start Index

Opportunity Ranking
Do children living here have good education, nutrition, health and economic opportunities?

Life Longevity Ranking
Do children here live a long life?

The **Opportunity Ranking** and the **Life Longevity Ranking** each make up half of the Fair Start Index.

WHY IMPROVING THE FLOW OF FUNDING TO COMMUNITIES FACING THE GREATEST INEQUITIES IS CRUCIAL

Neighborhoods with a **10% Black population** or higher have an overall **life expectancy lower** than the national average of 78.7 years.

Only **64%** of **Black students** graduated from high school within four years in Minnesota during the spring of 2017.

Black people are nearly **250%** more likely than white people to live in a neighborhood that **lacks easy access to a supermarket**.

In Texas, **Hispanic/Latino children** have an **uninsured** rate of 17.5%, almost **1.5 times** higher than children overall (12.7%).

In January, 2022 it was estimated that 17% of children are growing up in poverty. **Rates of poverty are even higher for Latino and Black children – 24% and 25%.**

Only **11%** of large commitments for social change went to **organizations led by people of color** between 2010 and 2014.

www.VoicesForHealthyKids.org

OUR TEAM



BERNADETTE DAVIS
FOUNDER & STRATEGIST



LAUREN MINTER
DIRECTOR OPERATIONS
& CLIENT SERVICE



JAYLEN CHRISTIE
ACCOUNT SUPERVISOR



ALESA GERALD
ACCOUNT SPECIALIST



ERIN HESTON
WRITER



SANJ MAROSI
STRATEGIST



MARY JACOBS
WRITER



DONNA WALKER
WRITER



SHELLEY PIERSON
GRAPHIC DESIGNER



STEPHEN BARDO
VIDEO EDITOR



SARAH REED
GRAPHIC DESIGNER



THANK YOU

