

Bass and Cathcart host 'Boot Camp' in Harlem



Karen Taylor Bass

Communications and marketing experts Karen Taylor Bass (TaylorMade Media) and Christopher Cathcart (OneDiaspora Group) have teamed to present a public relations/mentoring "Boot Camp" titled "As Powerful As You Want To Be," Saturday, April 30th. The two and a half hour seminar will take place at The Minisink Townhouse in the Village of Harlem.

The workshop is geared to em-

power participants with simple, yet effective PR techniques aimed at enhancing their career opportunities as well as help them take concrete steps toward realizing their full potential in business and beyond.

The session will address self-promotion, polishing and controlling one's image, implementing a PR campaign on a limited budget, tips on securing a mentor, transitioning into new careers, volunteering as a

means of self-empowerment, and much more.

The "Boot Camp" is open to the public. All registrations must be made in advance; there will not be any on-site registration. Space is limited.

Regardless of the industry, today's business landscape demands that individuals possess the talents necessary to best position themselves for success. The abilities to hewn one's image, identify and utilize mentors, and strategically self-promote, among others, are invaluable assets in anyone's career development.

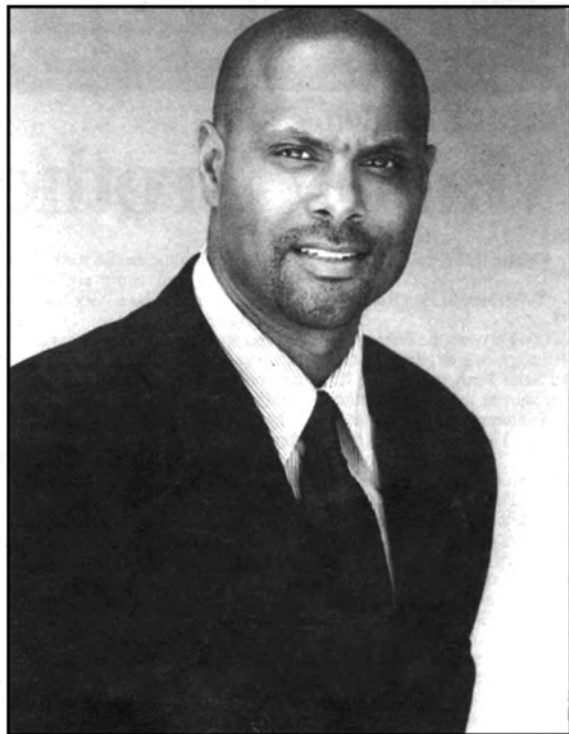
"As Powerful As You Want To Be" will help participants gain a firm grasp of these and other vital skills. Together, Taylor Bass and Cathcart have more than 30 years of public relations and marketing expertise.

Armed with over a decade's worth of experience, Karen Taylor Bass has crafted and implemented customized media plans for Jill Scott, Stevie Wonder, Musiq, Hidden Beach Recordings as well as the NBA stars Ray Allen and Chris Webber, among many others.

Taylor Bass, who has been featured in such media outlets as Marie Claire and Ebony, and quoted in Black Enterprise, Billboard and The Philadelphia Inquirer, considers among her primary missions the ability to offer comprehensive instruction for cultivating a polished, public image, including the method of effectively delivering a concise, 20-second sound byte.

In addition to working with clients, Bass has written the workbook/journal, "Public Relations For Everyday People," (TaylorMade Books) which has received rave reviews and is now available on Amazon.com.

A veteran of such companies as CNN and Motown Records, Christopher Cathcart is the founder of OneDiaspora Group, the parent company for OneDiaspora Media Con-



Christopher 'Chris' Cathcart

sulting and the OneDiaspora Project, a non-profit community service organization. Through his consulting company, Cathcart has worked with a host of entertainment, communications/marketing, and political clientele.

Cathcart currently serves as principal media/public relations consultant for Hidden Beach Recordings (home to singer Jill Scott, among others), as well as other recurring partners.

Along with his media relations and marketing work, Cathcart also provides interview/media skills training for a broad array of recording artists and other public figures. He is completing his first book titled "The Lost Art of Giving Back," a how-to guide to help people realize their value through public service. To learn more about TaylorMade Media and/or the OneDiaspora Group, please visit www.taylormademediapr.com and www.onediaspora.com.