

Steve Bassett
presents
*Did I Ever Tell
You About The Time?*

A retro look back to his days as a television sportscaster and how sports broadcasting taught him valuable lessons in business and life.



**Steve Bassett
Chairman & CEO
The Communications Workshop, LLC**

Steve Bassett is chairman & CEO of The Communications Workshop, LLC. He is an instrument-rated pilot with more than three decades of aviation and communications experience. He was trained in aviation accident investigation by the National Transportation Safety Board (NTSB). During his aviation career he served as senior vice president of the Aircraft Owners and Pilots Association (AOPA), executive vice president of Air Vegas Airlines, and president of the United States Air Tour Association (USATA). He provides an array of disaster response and communications consulting services to clients in a variety of industries. He also is a motivational speaker, presents the popular "Did I Ever Tell You About The Time" presentation linking his days as a television and radio sports broadcaster to success in business and life, speaks on effective internal communications and managing the news media.

Prior to aviation, Steve was a network and major market television and radio sports broadcaster. He announced college basketball for TVS/NBC Sports, reported for ABC Sports, anchored sportscasts in Washington, DC, St. Louis, Columbia, SC and Baltimore, was play-by-play announcer for college basketball and football for the Universities of Maryland and Missouri, called basketball for George Washington University and the University of South Carolina, hosted radio sports talk programs in Washington, DC, and served on the television broadcast team for Washington Redskins pre-season football games in the nation's capital.

He also is an award-winning corporate video producer. His video production work includes productions in a variety of industries including transportation, aviation, medical and health care, sports and recreation, high-tech, food, and construction.

Bassett began his aviation management career with the Aircraft Owners and Pilots Association (AOPA) serving as vice president of communications, vice president of state affairs, and senior vice president of government and technical affairs where he headed the association's Congressional, lobbying, state legislative and technical aviation operations.

Bassett assumed the presidency of the United States Air Tour Association in 1996. Among his other many achievements for the air tour community, Bassett is credited with helping plan and implement a comprehensive strategy which led to commercial air tour companies being included in the post-9/11 airline financial aid package. The effort pumped millions of federal grant dollars into the air tour industry financially staggered by significantly reduced tourism following the attacks. Bassett also successfully negotiated with the Federal Aviation Administration (FAA) and North American Air Defense Command a procedure to get air tour companies flying quickly following the September attacks and emergency grounding of all flights in the U.S. He has testified frequently before various committees of Congress on a wide spectrum of air tour and other aviation issues.

Bassett began consulting on crisis media management in the early 90s counseling Congressional offices on dealing with media ambushes. His broadcasting and communications career naturally provides him a unique expertise on the news media. He is now one of the nation's foremost experts in crisis management and disaster response. His popular *Coping With Crisis 101*, *News Media 101*, and *Flight Ops: Improving Internal Communications* program are recognized as three of the best training programs in the country. He has written numerous papers on effective communications.

He is a Vietnam combat veteran having served with the prestigious 4th Infantry Division Recon Unit operating out of Pleiku and Americal Division operating out of Chu Lai in South Vietnam from 1969-1970. As an Army Sergeant, Bassett received the Bronze Star Medal, Combat Infantry Badge (CIB), and other commendations.