

DEIDRE MALONE

NATIONAL WOMEN'S POLITICAL CAUCUS, CANDIDATE FOR PRESIDENT



Deidre Dionne Carter Malone is the President/CEO of The Carter Malone Group, LLC (CMG). She is the founder of the public relations, marketing, advertising and government relations firm, located in Memphis, Tennessee, with an office in Jackson, Mississippi. In May 2023, CMG celebrated its 20th anniversary.

Deidre is the current president of the National Women's Political Caucus of Tennessee (NWPCTN). This is her second opportunity to lead the Tennessee Caucus. She was president 10 years ago, when the state officially rejoined the National Women's Political Caucus (NWPC) as a member organization.

Deidre has served on the NWPC Executive Board as 1st Vice President under President Donna Lent and was also Vice President of Communications. Deidre has co-chaired an NWPC Biennial Convention with former NWPC VP of Training Cathy Allen and hosted an NWPC Annual Meeting in Memphis, TN. She currently serves on the NWPC Foundation Board of Directors.

A former elected official, Deidre was elected to the Shelby County Commission and served for eight years. She was the first African American female to serve as the chairman of the commission. Deidre also ran for Shelby County Mayor and became the Democratic nominee for mayor. Currently, she is the only woman in Memphis to have secured a party nomination for mayor.

Deidre serves or has served on the following boards and commissions: the Sycamore Institute, Baptist Health Sciences University, and Memphis Museum of Science and History. She

served as a member of the Economic Development Growth Engine (EDGE) Board and the Memphis and Shelby County Port Authority Board. She is a member of the Memphis Regional Chamber, Black Business Association, Mid-South Minority Business Continuum, and Public Relations Society of America and PRSA Counselors Academy. Deidre is a founding member of the Tennessee Public Relations Alliance, Partnership Tennessee, and the Philanthropic Black Women of Memphis. Deidre is a trustee at Bethlehem Missionary Baptist Church.

She is a 1999 graduate of Leadership Memphis and in 2001 served as Leadership Memphis Alumni Association President. She is a member of the Shelby County Democratic Party and an inaugural member of the State of Tennessee Historically Black College and University Advisory Committee. She is a member of Beta Epsilon Omega Chapter of Alpha Kappa Alpha Sorority, Inc. Deidre serves as Vice President of the Tri-State Defender Newspaper Board of Directors (ownership group) and is the owner of the M1TV Network.

Deidre and her husband, Dr. Patrick Malone, have two sons, Patrick II and Brian. She is the proud grandmother of Patrick III, Bailee Christian, and Brielle.



DEIDRE MALONE

Candidate for NWPC President Campaign Platform

“Reimagining the National Women’s Political Caucus: Resetting for the Future”

The National Women's Political Caucus continues to focus on our mission of recruiting, training and electing pro-choice women to public office. We do it well, but we can always improve. I believe now, more than ever, we must do more.

“It took me quite a long while to develop a voice, and now that I have it, I’m not going to be silent.”

Former U.S. Secretary of State Madeleine Albright

NWPC can't be silent. We have to show up and work toward equality and women's rights every day. And we must make sure there are elected women to support that goal.

How do we build on the great legacy of NWPC?

We increase our visibility through increased brand awareness. We are still the organization created by our visionary founders, but we can't continue to thrive based on our past glory. We must focus on the future and our organization's growth.

As your next president of the National Women's Political Caucus, I believe it is critical to create and maintain an integrated long-term strategy for our organization. I'm committed to increasing:

- Brand Awareness
- Strategic Growth
- Fundraising/Development

- Leadership Development
- Candidate Recruitment, Training and Support
- Alliance Building

How am I going to do this?

Our board has leaders for most of these areas, and I'm committed to working with each and every vice president to elevate and grow our membership, finances and brand awareness. I'm committed to supporting every vice president and officer in their area of responsibility to take this organization to the next level.

With the help of the board and the general membership, I plan to gather and use information, including your feedback, for developing plans and specific action steps to attain our goals. Those who have worked with me in the past, know I'm an inclusive leader. All opinions matter. I'm also a driver. I set expectations for myself and for the organizations I lead.

MY PLATFORM

BRAND AWARENESS

- Increasing NWPC's profile through national media placements.
 - Promote NWPC's president and other spokespersons as national experts on issues facing women and children to national media.
- Increasing communications with our membership through social media, email blasts and a YouTube Channel for NWPC.
 - Create the NWPC Channel for a show in which the president and guests speak to issues focused on women and children and policy successes and concerns.
 - Support advocacy on women's rights and all related policies, and offer education to members on these issues.

STRATEGIC GROWTH

- Membership is the lifeline of our organization. I will facilitate a strategic plan for our national organization to guide our growth.
- I'm committed to visiting every state in the caucus for a membership event and media briefings during my term.
- I will ensure we have metrics around our membership growth strategy. Marketing metrics are a quantifiable way to track performance and gauge a campaign's effectiveness.

FUNDRAISING/DEVELOPMENT

- NWPC needs additional revenue for operations and additional staffing to support our state and local caucuses. We also need to increase our political fundraising to support our candidates.
- I'm an experienced fundraiser and will leverage my skillset for NWPC, and enlist other members who can focus on fundraising.
- As a part of the strategic plan, I will have metrics around development of all our fundraising needs—PAC, operations, and working closely with the LDERF, education and training.

LEADERSHIP DEVELOPMENT

- One of my first acts as president will be to host a board leadership training. This will set the tone for our board as we plan the business of NWPC.
- Our organization has some current and new key positions that I would appoint with the board's agreement. I will seek NWPC members from across the states to fill these key positions.
- Growing leaders within NWPC is critical to our future. Making the work of the national board more transparent and making it possible for members to attend national board meetings as guests will be important. I will work with the board and staff to make it easy for members to attend our board meetings. This will allow members to see the board doing its work and generate interest in serving at the national level.
- I will work with the state caucus presidents and the VP of membership on a college caucus development strategy and other strategies to bring in younger members, who are vital to our future.

CANDIDATE RECRUITMENT, TRAINING AND SUPPORT

- Our training modules, programs and workshops are top-notch. We should train more trainers to continue to build capacity in this area. We can also increase issues programming to educate our members and draw in new ones.
- NWPC must be able to financially support more women who we endorse for office. I also think it is important for NWPC to organize at the national and state levels to increase volunteer activities on these candidates' campaigns.
- We should require those candidates we endorse to become NWPC members and use them to leverage new members and financial support for the organization.

ALLIANCE BUILDING

- Building alliances with like-minded organizations is important to our growth and sustainability, as well as our influence on politics and policies.
- I will work to strengthen our current alliances and encourage our members to get involved at the state and local levels.
- I will look for opportunities to partner with current and new allies to increase our strength and advocacy for our bottom line—reproductive choice, the Equal Rights Amendment and other issues that particularly affect women, children and families.

Your thoughts needed

I need to know what you think. Your input will help me frame my actions starting day one.

Here's a short survey for you to share your ideas with me about NWPC and the direction you want our organization to go.

www.surveymonkey.com/r/77GRRJQ

Please take a few minutes to fill out the survey. If you have questions, email me at dmalone@cmgpr.com or call me on my cell at 901.409.9899.