



JULY 2024

VOLUME 1, ISSUE 1

NEWSLETTER

Speaking on:
Cybersecurity,
Technology, and
Leadership



Become a
superhero
brand!

*"21 Leadership Lessons
For Global Superheroes"*

Also, in this issue:

*Superbowl Champion
B.J.Daniels speaks out
on mental Health*

*The Celeste Stein
Show presents Rick
Barker and his opinion
on creating music
these days*

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TOP VOICES

ISVARI MARANWE





Celeste B. Stein
President & CEO

LETTER FROM THE CEO

Bishop, Stein & Associates P.R., Inc.

Thank you for the opportunity to introduce Bishop, Stein & Associates P.R., Inc. to you through our new 2024 quarterly newsletter. We are a registered corporation with the state of Tennessee since March of 2000. Over the years we have performed public relations, marketing, and advertising services with many top for-profit corporations, state and local government entities, universities, nonprofits, professional athletes, and entertainers. We have truly enjoyed working with many different clients in helping them to achieve unique goals. Three years ago, in 2020, we launched a speakers bureau for professionals who wish to bring their message to the world. Our company works closely

with speakers to partner them with organizations who are looking for keynote speakers, educational training, or special appearances.

If you have a need for public relations, marketing or advertising services, or you need a speaker for your next event or training session, please visit our website at www.bsaprinc.com and reach out to us to let us know how we might help you. We provide on-site, on-line and hybrid events.

The Celeste Stein Show on BBS Radio

We also launched the Celeste Stein Show, a globally syndicated radio program live-streamed on BBS Radio in 2019. We recently interviewed music industry executive Rick Barker. Many know Rick as country music superstar Taylor Swift's first manager. Rick imparted many words of wisdom about the music industry and what it takes to make it these days with social media, Artificial Intelligence, and whether it's better to go with a record label or be an independent artist.

What a wealth of wisdom Rick is in the music industry. This is an episode that you can find on replay on our YouTube channel under [the Celeste Stein Show](#). Please click here for a replay of the broadcast and to catch other past episodes of the Celeste Stein Show. You can visit www.BBSRadio.com to be booked as a guest on the show or you can give us a call at 615-681-6588 for more information or to book advertising on the show. BBS Radio has 40 million listeners globally and may be a great platform to reach your audience today. Click below to subscribe to the channel.



RICK BARKER

Music Industry Executive

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SPEAKER SPOTLIGHT

Meet New Speaker and NFL Super Bowl Champion B.J. Daniels

Tampa, Florida—Former professional American football quarterback and Super Bowl Champion Bruce E. Daniels Jr. is named to the speaker's bureau roster at Bishop, Stein & Associates Public Relations, Inc. (BSA PR, Inc.) in Tampa, Florida.

Daniels, renowned for his exceptional football career in the NFL and the University of South Florida, brings

a wealth of experience, knowledge, and passion to the BSA speakers bureau. He plans to bring more awareness to mental health issues and how he overcame some of his biggest challenges in life. "My journey as an NFL quarterback taught me that broken dreams and setbacks are just chapters in the narrative of greatness. Seeking help leads to true human connection and I am glad to be a part of the BSA speaker's bureau to share my experience," said Daniels.

Bishop, Stein & Associates Public Relations, Inc. (BSA), a leading speakers bureau with offices in Tampa, Florida and Nashville, Tennessee, is thrilled to announce Daniel's addition to its distinguished roster of speakers. "B.J. is an amazing speaker who has a passion and drive for tackling difficult topics both on and off the field. We are thrilled to have him as part of our amazing speaker's roster," said BSA P.R., Inc. President & CEO Celeste Bishop Stein.

B.J. Daniels was drafted by the 49ers in 2013, he played five NFL seasons, winning a Super Bowl with the Seattle Seahawks in 2014. He served as University of South Florida's quarterback from 2009 to 2012. He led the Bulls to wins in the 2009 International Bowl and 2010 Meineke Car Care Bowl, achieving a 21-12 record with notable victories over Florida State and Notre Dame. He ranks third in career total offense and passing yards at USF and held the single game passing record for six years. Despite an injury-shortened senior season, Daniels finished as the second-highest total yardage player in Big East history. He currently serves as the Assistant Director of Donor Community and Alumni Engagement at the University of South Florida. Daniels is releasing a book later this year titled "Beyond the Red Zone" which details how the Super Bowl winner became a mental health champion.

If you are interested in booking [B.J. Daniels](#) as a speaker, please, follow the link for more information.

If you would like more information about Bishop, Stein and Associates P.R., Inc., please be sure to visit our website at www.bsaprinc.com. to take a closer look at all of our public relations, digital marketing and advertising services. If you would like an introduction to learn more about what we can do for you, please call 615-681-6588 to schedule a meeting.



BSA NEWS

Leading US Cybersecurity Attorney joins the BSA PR, Inc. Speakers Bureau

by Polina Zadirey



Isvari Maranwe, CEO and founder of Yuvoice and co-founder of Dweebs Global, is joining the Bishop, Stein and Associates Speakers Bureau. A highly experienced professional, she began her journey in math and science during middle school and enrolled at UC Berkeley at 15, earning a degree in Political Science and International Relations. By 17, she attended Georgetown Law, focusing on Cybersecurity and National Security Law, graduating at 20.

“I have always been passionate about Cybersecurity Law, and my interests extend to the broader domains of National Security, Tech Law, and Data Privacy Law,” said Maranwe. She emphasizes the growing significance of technology and the need for awareness of its consequences.

Maranwe, along with Nathan Maranwe and Janani Mohan, founded the viral mentorship nonprofit Dweebs Global in 2020. “The pandemic was a difficult time for everybody. My family and I were sitting at home for around four months, so we started thinking about how we could help people. I made a post on LinkedIn saying, ‘Here is my background: if you need any help with resumes, taxes, job hunting, anything, just let me know.’ That post went viral. I started receiving many messages from others who also wanted to join us and help, and this is how we accidentally built Dweebs Global,” shared Maranwe.

Additionally, Maranwe is the CEO and founder of Yuvoice, which is launching the world's largest pro-democracy civic engagement platform as an alternative to toxic social media. The platform gamifies positive engagement and aims to reach one billion users within a decade through strong community building and a proprietary, AI-powered algorithm. “The idea of Yuvoice came from the need for people to gain a real understanding of what is happening in the world. Many shared that they were unaware of important situations in their own countries, so we thought about creating a space where people could satisfy their need for information, solve problems with media, and learn about the incredible things regular people do. Then they can start movements of their own.”

Currently, as part of the BSA Speakers Bureau, Maranwe will focus on trending legal and technology topics. These include practical application of artificial intelligence, mass data collection and analysis, technology news, and international security threats. She focuses on what users, employees, and companies need to know. She also speaks about cutting-edge legal developments in all fields from the international economy to justice. Maranwe also frequently addresses the intersection between social media and information consumption, focusing on data privacy, the downfall of current social media, and the future of better platforms. Finally, Maranwe helps individuals and companies recognize the power of “branding for good” or building ethical superhero brands that create exponential financial returns and global impact, while not blatantly selling data or harming the world.

“For the next couple of years, as I think bigger, I am really looking forward to launching Yuvoice and expanding it to the global market. My goal is to make a huge impact because I want a world where people prioritize doing good in the world. We can help them find ways to feel better about themselves through local projects and caring about impact, rather than caring only about fame or money.” Maranwe says she is very excited about growing her speaking career, so she can share her ideas with others. For more information visit [Isvari Maranwe’s page](#) on the BSAPRInc.com website.

Join Our Community



For more information check the website:

<https://www.bsaprinc.com>

