

Subject: Tanner Friedman Fall Update



TANNER FRIEDMAN FALL 2015 NEWSLETTER



TRENDING



With the contraction of traditional media continuing, it's more important than ever to consider a complete strategic communications plan that includes, but is not limited to, traditional PR. More often, clients are calling on us to help them select the best approaches to digital storytelling, including online video. Telling your own stories should be a part of any plan

to communicate to your constituents. Even if those efforts are "just" online, think about how often you're receiving information "only" online these days (like right now, for example). Now, in a time when there are more credible storytelling tools than ever, we enjoy working with our clients to determine which tools make the most sense for them and their audiences.



THINK TANK



- Kim spoke to Michigan State University's undergraduate class ADV 492. With Comerica Park as the backdrop, she shared insight with the sports and entertainment public relations class on how a PR firm works with entertainment clients to help them achieve their communications objectives.
- Matt shared his thoughts about PR next steps on the scandal that had readers talking across the country, "Lawmakers gone wild: Courser, Gamrat latest subjects of political scandal," with the [Detroit Free Press](#).

Additionally, in the wave of Kid Rock controversy, Matt joined Fox 2 Detroit's Let It Rip with Huel Perkins to explain the difference between entertainment and business PR in times of public dispute. Watch segment [here](#).

- [CommPro.biz](#) shares Don's thoughts on the relationship of necessity between corporate and agency PR.

He also shared his perspective on the Detroit morning show shakeup with WDVd-FM's (96.3) Allyson Martinek with [The Detroit News](#) and [Deadline Detroit](#).



TIME CAPSULE

Nearly nine years ago, we were focused on completing our first year in business. Looking back, we are working with many of the same clients to help them finish successful years. It's a testament to the power of relationships. Those clients have referred us to other clients, serving as the catalysts for our growth since 2007. As you enter what for many businesses is the "stretch drive" of the year, between Labor Day and December, we invite you to join us in reflecting on the relationships that fuel your future.



 **TOUT BOARD**

- Lexi Cerilli has been promoted from Account Coordinator to Account Manager.



PHOTO CREDIT: JEFF KOWALSKI

- Since 1934, longtime client **The Detroit Economic Club (DEC)** has served as a speaking platform for discussing today's important business, government and social issues. In August, the DEC hosted U.S. Senator for Florida and 2016 U.S. Presidential Candidate Marco Rubio. The Tanner Friedman team worked to coordinate advance and on-site media coverage with **CNN** and **NBC News**.

Additionally, Tanner Friedman helped the DEC kick off the 2015/2016 football season this September with its 19th Annual Detroit Lions Luncheon (pictured above). Lions President Tom Lewand, Head Coach Jim Caldwell and team players discussed the upcoming season at a sold-out crowd at Ford Field. Full photo album [here](#).

- In support of the **Jalen Rose Leadership Academy (JRLA)** in Detroit, sports legends, champions and local celebrities participated in the 5th Annual JRLA Celebrity Golf Outing hosted by Operation Graduation. Tanner Friedman coordinated media outreach to help support the public charter high school, which graduated its first class this year.



- For the 8th consecutive year, our team supported partner Versacom Inc. with **Ford Motor Company's** role as exclusive automotive sponsor of the world's largest aviation event, **EAA AirVenture** in Oshkosh, Wis. Tanner Friedman earned 23 million media impressions in four

weeks time (a new record), including from **USA Today**, **Jalopnik** and **Car and Driver**, among other prominent publications. In addition, the TF team earned more than 231 mentions and 212 message “favorites” for the automaker’s AirVenture-specific Twitter presence.



- Each year, the PTEN Innovation Award seeks out the newest and most innovative tools and equipment introduced to the marketplace. Tanner Friedman worked to help **Bosch** secure four 2015 **PTEN Innovation Awards** for its OTC 3200 Smart Battery Tester, OTC 3395 MIT Tester, OTC 7485 Locking Collar Wrench and Bosch ESI[truck] scan tool. Additionally, our Team collaborated with Bosch on the highly coveted **MOTOR Magazine Top 20 Tool Awards** contest, which resulted in two awards for Bosch’s OTC 3200 Smart Battery Tester and Robinair 34788NI premier refrigerant recovery, recycle and recharging machine.

- Tanner Friedman was awarded a Videographer of the Year award for work on behalf of the **Chaldean Community Foundation’s** “Humanitarians Amid Terror” **video** for its awards dinner. The team was also presented a Summit Creative Award with Velocity Cow for collaborative video production work on behalf of the **St. Joseph Mercy Oakland Fall Spectacular**.



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