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CELEBRATE SPRING WITH TANNER FRIEDMAN



TRENDING

Since the beginning of 2018, high-profile crisis communication cases have underscored the importance of honesty, transparency and taking responsibility for past actions - lessons best practiced by any organization of any size seeking to manage adversity. All too often, when facing the prospect of litigation, many organizations instead “circle the wagons” and bury heads in the sand, hoping a pending storm will simply blow over. It won’t.

Rather, open acknowledgment, empathy and a resolve to make things right are vital at a bare minimum, delivered consistently and compellingly by the leaders themselves. Who knew what when, and how corrective change is occurring to ensure it does not happen again. You can’t hide behind statements or outside consultants/ spokespersons, if you ever hope to reassure your audiences and repair your image - in the short-term and in the long-run.



THINK TANK

- In the wake of the recent Michigan State University scandal, Don Tanner was asked to provide perspectives on adversity management on Fox-2’s “Let it Rip.”



910-AM welcomed Don back to guest host an Afternoon Drive Show that featured guests from CARE House of Oakland County, Detroit Regional Chamber, Downtown Dearborn and JDRF - on business, charity, community and entertainment.

- Matt Friedman recently moderated a panel of public information leaders from the Centers for Disease Control and the U.S. Department of Homeland Security at a conference on emergency and crisis planning and response, hosted by DTE Energy and Wayne State University.



His writing was also published in the [Detroit Free Press](#) after Michigan State University’s President resigned, and he was interviewed on the [Think Business](#) podcast about Tanner Friedman’s values-based success.



TIME CAPSULE

Twenty years ago, an upstart internet gossip site called “The Drudge Report” (“a website?” many asked) broke the story that a venerable weekly printed news magazine, Newsweek, was “sitting on a story” about the President of the United States’ affair with an intern. Instantly, the world order of reporting, disseminating and consuming news changed.



Today, we expect our clients’ news will break online, if not on a social media platform, and that’s where much of the audience will experience it, more than likely from a mobile device, something that was merely a phone in 1998. There’s really no such thing as, “It’s the way it has always been,” and you won’t hear us say, “This is the way it always will be.” Technology and consumer preferences drive communications change. To remember that, just think about what it was like just 20 years ago.



TOUT BOARD

- The Sam Bernstein Law Firm, with partnering firms, filed suit against opioid manufacturers, distributors and retailers on behalf of Michigan counties and cities to help combat the opioid epidemic and its costs to communities. Tanner Friedman strategized the roll out of the announcement with statewide press conferences for Detroit and Macomb County, Saginaw and Genesee Counties and Lansing. The coverage was widespread: [Crain’s Detroit Business](#), [FOX 2](#), [Lansing State Journal](#), [Macomb Daily](#), [MLive](#), [NBC25 News](#), [WKAR](#), [WNEM](#) and [WWJ](#), and more.



- The Detroit Regional Chamber hosted its **2018 Detroit Policy Conference** - a day-long event focused, this year, on creating a culture of civility. With more than 60 speakers taking the stage, Tanner Friedman provided advance and on-site media relations, which resulted in significant media stories: [Detroit Free Press](#), [Fox 2 Detroit](#) and [MiWeek](#), among other print, online and broadcast outlets.

- In Downtown Detroit, **City Club Apartments** broke ground earlier this year at the site that was once home to the historic 18-floor, 800-room Statler Hotel. Tanner Friedman invited media to the symbolic shovel ceremony, where City Club Apartments Chairman, CEO and Detroit-native Jonathan Holtzman shared his vision and was joined by Mayor Mike Duggan and Detroit City Council President Brenda Jones, among others, to celebrate the momentous occasion. Among the coverage: [Associated Press/U.S. News](#), [Crain’s Detroit Business](#), [Curbed Detroit](#), [Daily Detroit](#), [The Detroit News](#), [Michigan Chronicle](#), [MLive](#), [WWJ](#), [WXYZ](#) and online trade publications.



- As part of a national challenge to create five million apprenticeships in five years, the **Workforce Intelligence Network for Southeast Michigan (WIN)** is expanding registered apprenticeships across Michigan. To help WIN cultivate a statewide cohesive talent system, Tanner Friedman has set forth a strategic communications campaign that highlights apprenticeship opportunities and dispels commonly held myths, including through the promotion of WIN’s new website [MIApprenticeship.org](#). Recent coverage included: [Crain’s Detroit Business](#), [CBS Detroit Radio](#) and [910-AM](#).

- **P3** - a global management consulting and innovative engineering solutions firm - showcased its expertise in delivering autonomous vehicle technology, digitization and automated testing solutions at the 2018 North American International Auto Show autoMOBILI-D exposition in January. Tanner Friedman helped turn the exposition into an opportunity to introduce P3 to media decision makers, journalists and personalities with such outlets as [USA Today](#), [Fortune](#), [Sirius XM](#), [Detroit Public Television](#) and others.

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