



TRENDING



THINK TANK



TIME CAPSULE



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TANNER FRIEDMAN FALL 2017 UPDATE



TRENDING



much better late than never, we invite you to visit the new tannerfriedman.com. We think it will give you a better sense of what we do and how we're different, viewable on any device. And yes, we're planning to add video. We'll get to it. Soon. We mean it this time.

What's the ideal life span for a business website? Probably less than 10 years. But we were so focused on our clients that we let ours live too long. We too made the mistake so many companies make - we kicked the can down the road a little too far.

We decided to take the advice we offer our clients and invested in our own brand. So now,



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- Matt served as keynote speaker at Lawrence Tech University's [Executive to Executive Series](#), where he discussed "Crisis communications: How to prevent and recover from bad news about your organization."

He also joined Fox 2 Detroit's ["Let It Rip"](#) panel to discuss the United Airlines PR crisis that occurred when the Airline forcibly removed a passenger from its flight in April 2017.

- Don presented on the "Generational Impact of Communications" to the Oakland County Bar Association Probate Section.

He also spoke at Mark S. Lee's annual Small Business Conference on "Branding and Amplifying Your Message," and appeared twice on Fox 2's "Let it Rip" to address topics related to Donald Trump, [Bill O'Reilly](#) and new DPS Superintendent Nikolai Vitti.



- Kim Eberhardt spoke to a Michigan State University Sports and Entertainment Public Relations class, along with client Jamie Jackacki-Valdez from Feld Entertainment about working collaboratively with clients, and to offer insight on public relations agency life. She shared best practices for building a career in the industry and understanding the media cycle.



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In 2007, when our original website debuted, websites were static communications channels accessible only by desktop computers. Ten years later, they are brand extensions accessible on every possible device. In 2007, a change to a website took a graphic designer and/or a techie.

Today, with back-end tools, it can be as easy and quick as updating a Word document. Websites have changed in the past 10 years but are more important than ever. Your site has gone from being your virtual front door to your veritable hub of communication. The way you communicate on your site should dictate how you communicate on all platforms. Now, WWW isn't part of your address. It's part of your imperative: communicate Who you are, What you do and Why you're different.



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- Tanner Friedman was selected to help Dearborn enact its transformational strategy for a cohesive "Downtown Dearborn" concept, emphasizing its strengths as a destination for arts, entertainment and culture with a focus on the historic downtowns' vibrant lifestyle features, new restaurants and business developments, and a wide variety of events via media relations, online communications, advertising and branding support.

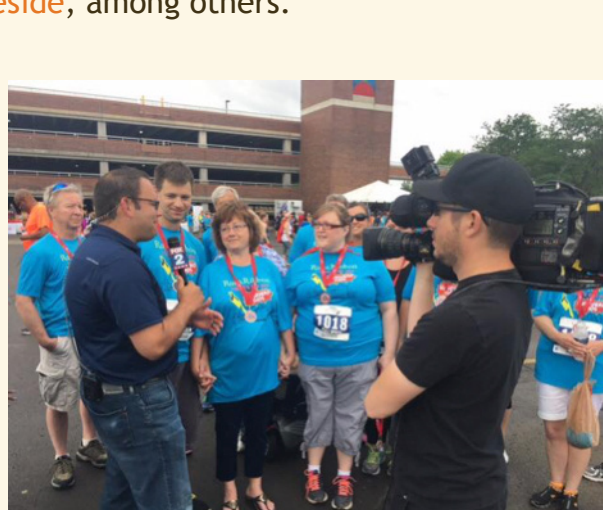
- As temperatures started to rise this summer, client HoMedics launched a new, personal space cooler called MyChill. Through a targeted media relations campaign, Tanner Friedman helped the cooler make its debut to a national, viewership audience of more than 4.5 million people on the [TODAY Show](#), as well as on regional morning television, and a variety of popular magazines and blogs.



- After winning a public auction for "The Crib," a historic Lake Michigan Lighthouse, Michigan Nonprofit North Manitou Light Keepers officially closed on the acquisition of the lighthouse from the United States General Services Administration. With plans to fully restore and open to the public by July 2021, Tanner Friedman helped with a media relations push surrounding the start of summer 2017 restoration work for both the interior and the exterior of the lighthouse. The Michigan maritime story was featured in [Mlive](#), [Glen Arbor Sun](#) and [Michigan Radio's Stateside](#), among others.



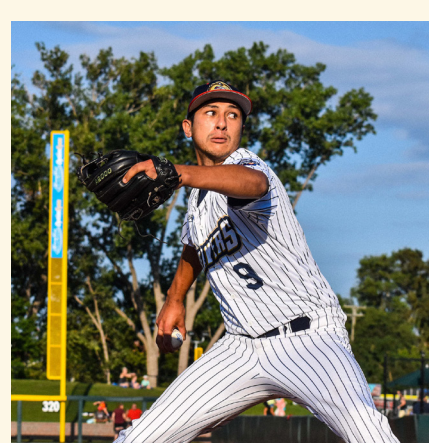
- From [Blue Monday](#) to the [MIU Run for the Ribbon](#), Tanner Friedman helped the MIU Men's Health Foundation make men's health a priority in Detroit throughout National Men's Health Week in June. With [FOX 2](#) and WWJ Newsradio 950 as media partners for the week, the Foundation tackled the topics of prostate cancer, health precautions for first responders and a celebration of men's health in Campus Martius.



- Tanner Friedman worked with national mediation and arbitration firm JAMS to help launch their Detroit office. A celebration of the national firm's debut in Detroit - led locally by Gerald E. Rosen, Retired Chief Judge, United States District Court for the Eastern District of Michigan - was held at the Detroit Institute of Arts - the very institution Judge Rosen along with fellow JAMS colleague Steven W. Rhodes, Retired Chief Judge, United States Bankruptcy Court, were instrumental in saving during the Detroit bankruptcy.



In addition to media relations support, our team helped plan and execute the official JAMS Detroit reception, which was covered extensively in [Oakland County Legal News](#).



- Since The United Shore Professional Baseball League's 2016 debut, Tanner Friedman has worked to help communicate league highlights, including news on its teams, players and ballpark. With 18 of its players signed by Major League Baseball (MLB) organizations over the past two years, [WXYZ](#) and [Crain's Detroit Business](#) featured the USPBL's finishing school, which helps bring players to that next level of professional baseball.

- Tanner Friedman and local environmental advisory company Dragun Corporation worked to develop and produce a series of [videos](#) highlighting issues Dragun works to resolve, such as vapor intrusion, groundwater remediation and environmental isotopes, as well as its innovative approaches and solutions.

