



CAPTURE THE HOLIDAY SPIRIT WITH TANNER FRIEDMAN

TRENDING

As we “get in the holiday spirit” each year, we also tend to focus on giving back, whether it’s through volunteering or donating time or money. Yet, why confine such acts of generosity to only one or two months each year?

Across all businesses and industries, strategic philanthropy can enhance your company culture and set you apart from competition. Not only can it connect you closer to colleagues and current clients or customers, it can also establish new business relationships and attract new talent. We help clients fit giving back into their overall strategies. No matter the investment or approach, one thing is for certain: strategic philanthropy should always be top of mind, as it is a win for both businesses and community.

“Overcoming poverty is not a gesture of charity... It is the protection of a fundamental human right, the right to dignity and a decent life.”
– Nelson Mandela

Proud to support the vital work and mission of Matrix Human Services in our community.
TANNER FRIEDMAN
STRATEGIC COMMUNICATIONS
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2017 ARTWORKS EVENT PROGRAM AD

THINK TANK

• Don Tanner recently served as a fill-in host on 910-AM, where he shed light on the work of vital nonprofits dedicated to the betterment of our community, including Gleaners Community Food Bank, Matrix Human Services, Methodist Children’s Home Society and the Workforce Intelligence Network for Southeast Michigan.



• In a special insert in Crain’s Detroit Business, Matt Friedman, in collaboration with Children’s Hospital of Michigan Foundation, addressed “Why children’s mental health matters to your company’s bottom line.”

He also joined Fox 2 Detroit’s “Let It Rip” panel for a discussion on sexual harassment in Congress and elsewhere.



• Lexi Cerilli introduced and moderated Q&A with Detroit Public Schools Community District Superintendent Dr. Nikolai Vitti & Detroit Free Press Education Reporter Lori Higgins at the Detroit Economic Club’s Third Annual Young Leader Conference.

TIME CAPSULE

“As God is my witness, I thought turkeys could fly.” - Mr. Carlson, WKRP in Cincinnati. So capped the 1978 episode of the popular CBS-TV show that entailed live turkeys dropped from a helicopter during a live radio promotion as newsman Les Nessman described the carnage Hindenburg style.



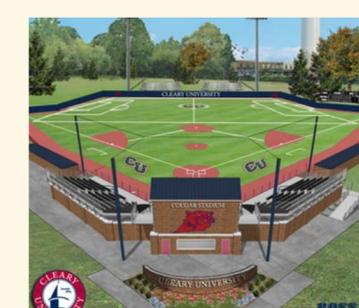
Holiday season news coverage has long been a staple of what we do - from highlighting the good works of client nonprofits to promoting the notable offerings of retailers. The key to news coverage: unique but with forethought to ensure the message you are delivering lands safely. This year, our work on behalf of Downtown Dearborn cut through the media clutter for their “Shop Small” campaign - an alternative to big malls and online retail.

TOUT BOARD

• Media Training - We have recently provided media training and consulting services to a national entertainment brand, working on site in New York City and Los Angeles.



• **UMatter:** This program, focused on teen mental health, was launched by Friendship Circle with the financial support of The Andrew Kukes Foundation for Social Anxiety to reduce the stigma that surrounds mental health to provide support and friendship. Tanner Friedman supported the effort with targeted media relations - resulting in feature stories in the **Detroit Jewish News**, **West Bloomfield Beacon** and **Spinal Column** (twice), as well as on **WWJ** and **WDIV-TV** - and social media content reinforcing the message and new developments.



• When client Cleary University wanted to communicate plans to build a new student-housing complex and athletic facility on its Livingston campus representing a \$12 million investment, our team launched a media relations campaign. **The Detroit News**, **Detroit Free Press**, **Crain’s Detroit Business**, **Livingston Daily** and other outlets covered the news.

• Funding of critical research for type 1 diabetes (T1D) got a boost in Detroit this past September at JDRF’s One Walk on the Riverfront. Tanner Friedman helped rally support among families living with T1D, and their advocates, online and with media partner WDIV-TV. In addition to an organic social media campaign and Facebook advertising, our firm wrote nearly a dozen stories of families living with T1D to feature on JDRF’s website and social channels. In expanded storytelling by WDIV, we helped make possible **multiple on-air feature stories**, web stories, a **Facebook Live Q&A** and several live segments on event day.



• On Manufacturing Day 2017, Lightweight Innovations For Tomorrow (LIFT) and IACMI unveiled their \$50 million lightweighting research and development facility in Detroit. The event celebrated its completion with elected officials and local stakeholders. Additionally, LIFT hosted nearly 200 Detroit-area K-12 students explore and interact with manufacturing experts and take part in hands-on learning activities. Our team earned on-site media coverage, which included several local and trade media, including **Crain’s Detroit Business** and **Advanced Manufacturing**.



- Join us in congratulating our team members on new accomplishments:
 - Kim Eberhardt was elected to the 2018 **PRSA Detroit Chapter** executive board.
 - Tom Wegehaupt was named chair of the **Detroit Regional Chamber** Ambassador Committee.
 - Lexi Cerilli was elected chair of the Membership and Sponsorship Committee on behalf of the **Detroit Economic Club** Young Leaders board.
 - Kristin Sokol joined **Vista Maria’s** Events Committee.