

# TANNER FRIEDMAN

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## **COMMUNICATIONS VETERANS FOUND NEW AGENCY** *Tanner Friedman Blends Experience and Service*

FARMINGTON HILLS, Mich. (January 8, 2007) – Two of the region’s leading Public Relations professionals have joined to found a new firm that offers a wide range of strategic communications services to corporations, businesses, organizations, individuals and associations.

Don Tanner and Matt Friedman, both with extensive experience in journalism, broadcasting and public relations, are the partners in Tanner Friedman, a strategic communications agency based in Farmington Hills, Michigan. Both previously were partners in a large Michigan marketing and public relations agency.

“Our mission to our clients sets us apart - we provide them with relationships, resources and insights, using multiple platforms, to deliver their messages, tell their stories and accomplish their objectives via strategic public and internal communications,” said Tanner. Services to clients include public relations, media relations, crisis communications, marketing support and other related communications services.

“We are starting this firm at an opportune time,” said Friedman. “In this competitive economy, our clients are looking for an edge to drive their businesses. An effective communications program can be a difference maker.”

Tanner and Friedman’s vast and varied client service history includes a major worldwide OEM, the largest global pharmaceutical company, a major research university, a range of professional service firms and marquee events that attract millions. Together, the pair served for several years as the primary media relations contacts for the region’s largest airline.

“Tanner Friedman values respect, teamwork, integrity, professionalism and work/life balance, along with a commitment to follow-through,” said Tanner. “Those are the qualities we will share with our clients and in our workplace culture,” added Friedman.

Don Tanner possesses more than 25 years of communications industry experience, the past 12 providing strategic PR counsel to his clients. Prior to that, he served in a range of radio posts, including on-air, news and programming. In Detroit, he was heard over WWJ, WXYT, WLLZ, WLTI, WGPR and CKWW via Metro Networks. Tanner was also a writer/editor for *Monday Morning Replay*, a Detroit-based national, weekly radio trade publication. He is the author of *No Static at All—a behind the scenes journey through radio and pop music*, required reading at Syracuse University’s prestigious Newhouse School. Tanner is a frequent lecturer and

commentator on public relations, media and pop culture. He is a graduate of the University of Illinois at Urbana-Champaign, where he specialized in Speech Communications/Business Administration.

Matt Friedman began his PR career in 1998, after a track record of success in broadcast journalism. Most recently, he was the lead news producer for Detroit station WDIV-TV (NBC)'s 6pm news broadcast, at the time Michigan's most watched evening news program. He also served as a news producer at WKMG-TV (CBS) in Orlando, Florida and WSB-TV (ABC) in Atlanta, Georgia, where he was the top news writer on the nation's highest-rated 11pm newscast. Friedman began his professional broadcasting career on-the-air and behind-the-scenes at WWJ-AM radio (CBS) in Detroit. He first started at age 11 as a DJ and sports announcer at Metro Detroit community radio station WBFH-FM. He now frequently serves as a broadcast news analyst for several newspapers, magazines and radio stations. Friedman is a graduate of the S.I. Newhouse School of Public Communications at Syracuse University in Syracuse, New York.

Both partners are active in the Southeast Michigan community. Tanner is a graduate of Leadership Detroit XXVI. He resides with his family in West Bloomfield, Michigan. Friedman serves on the Board of Trustees of Children's Hospital of Michigan and on the Board of Visitors at the Wayne State University School of Medicine and chairs the Detroit Regional Chamber's PR/Marketing Advisory Council. He also resides with his family in West Bloomfield, Michigan.

Tanner Friedman is located in the landmark Tri-Atria Building at 32255 Northwestern Highway, Suite 298, in Farmington Hills, Michigan 48334. The firm's web site, currently under development, can be found at: [www.tannerfriedman.com](http://www.tannerfriedman.com).