



March 5, 2009

## Businesses 'tell their story' through Tanner Friedman

TF: Tanner Friedman helps its clients tell their stories via traditional and emerging media and communications platforms.

This includes media relations, branding and crisis communications counsel, the creation of marketing programs and collateral materials - from brochures to web sites and advertisements - as well as event planning and management.

Observer: What makes your business unique?

TF: We believe in a multi-platform approach to strategic communications that is constantly evolving, as is occurring in the real world. More and more, this involves social



media, strategic networking and philanthropy (effectively leveraging memberships and charitable involvement) and online mediums, including e-blasts and updates.

Observer: How did you first decide to open your own business?

*Don Tanner, on left, and Matt Friedman, co-founders/partners of Tanner Friedman Strategic Communications.*

TF: After serving with another Detroit-area PR firm for 12+ and 8+ years, respectively, Matt and I wanted to start a company from scratch and create a uniquely creative culture that embraced, cultivated and fostered core values we strongly believe in, including teamwork, mutual respect and professionalism.

Observer: How did you decide to locate in the Farmington/Farmington Hills community?

TF: It is centrally and conveniently located for easy access to and from our clients, whether in Detroit, Ann Arbor or points north, south, east or west.

Observer: Do you have a funny tidbit or story to share with our readers about your experience so far as a [small business owner](#)?

TF: We've actually been "tickled pink" that interest in our Web site, (TannerFriedman.com), continues to grow by leaps and bounds. We now enjoy more than 6,000 visits a month, largely to our blog (TannerFriedman.com/blog/) that provides continuing commentary on hot and controversial communications issues and trends of the day.

### ***Tanner Friedman***

Business name: Tanner Friedman Strategic Communications

Business address: 32255 Northwestern Highway, Suite 298, Farmington Hills, MI 48323

Your name and title: Don Tanner and Matt Friedman, co-founders/partners

Your hometown: West Bloomfield

Business opened when? Jan. 2, 2007

Number of employees: 7 full-time; 2 interns; contract: several

Your business specialty: Public relations, media relations, marketing, adversity management

Hours of operation: Monday-Friday from 8 a.m. to 6 p.m. (and 24 hours a day)

Business phone and/or Web site: (248) 626-0006 [www.TannerFriedman.com](http://www.TannerFriedman.com)

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