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## TANNER FRIEDMAN CHANGING WITH THE TIMES

By JANE PETERSON Special to The Oakland Press



At Tanner Friedman, strategic communications encompass more than just press releases and brochures. Its team of experienced professionals, led by partners Don Tanner and Matt Friedman, offers a full slate of comprehensive, versatile communication services utilizing the latest in evolving delivery platforms as well as traditional, time-tested methods.

“We help clients tell their own stories,” said Tanner.

Emerging technologies can be very powerful tools in helping clients deliver their message. Tanner said social media such as Facebook, Twitter and MySpace are exploding in popularity. Tanner Friedman can give clients a presence on appropriate social networking sites to increase their exposure in the modern marketplace and reach out to a specific audience accustomed to receiving their information in a different manner.

Company professionals can also assist clients with using other leading-edge technology opportunities to their best advantage in order to reach their target

audience.

According to Tanner Friedman's Web site, among their approaches to new technology are: A CEO's or president's blog, a downloadable video clip or podcast, electronic releases with links to additional visual or audio resources, search engine optimization and participation in online business forums.

Being well-versed in these new communication methods, combined with years of experience in various media industries, empowers Tanner Friedman Strategic Communications to help make their clients' core businesses stronger. They take a multi-platform approach and in addition to public relations and media relations, the company offers brand building services, event management, crisis communications and other services.

Both Tanner and Friedman are communication professionals who met years ago when both were in radio.

They took separate career paths: Tanner is a former print and broadcast journalist who has experience with many industry sectors, including automotive, technology, healthcare and nonprofit organizations, and Friedman is an experienced media trainer who also has a strong background in broadcast journalism.

The pair reunited at a metro Detroit public relations firm in the 1990s.

They share a set of common values and when they formed Tanner Friedman Strategic Communications, they established these as guiding principles that the current office culture at Tanner Friedman is based on. These values include mutual respect, teamwork and professionalism.

"They continue to greatly influence our decisions," said Friedman.

This culture extends clients as they work collaboratively with the Tanner Friedman team, said Friedman.

Its Farmington Hills office is centrally located to serve many markets, including Ann Arbor, Detroit and Flint, said Tanner.

Tanner Friedman's clients include startup entrepreneurs and mid-sized companies as well as publicly traded corporations and others in sectors such as automotive, healthcare, real estate, retail, technology, manufacturing and many others.

In addition to the two founding partners, Tanner Friedman Strategic Communications has several full-time strategists. Being nimble has enabled them to grow even in the current economy, said Friedman.

Long-term plans include continuing to grow the company without losing who they are by balancing growth with the business culture, said Friedman.

Tanner Friedman is located in the Tri Atria Building, 32255 Northwestern Highway, Suite 298 in Farmington Hills.

For more information, call (248) 626-0006 or visit [www.tannerfriedman.com](http://www.tannerfriedman.com).

The Oakland Press/TIM THOMPSON Don Tanner (left) and Matt Friedman lead Tanner Friedman in Farmington Hills. Tanner Friedman is a company with a focus on communications.