



CAPABILITY STATEMENT

For more than 20 years, First Media Group (FMG) has produced award-winning, full-service advertising, public relations and marketing campaigns that assist clients in identifying and influencing their target audiences. Our diverse and experienced team is uniquely qualified to reach a wide range of consumers and move them to act.

FMG provides strategic communications planning and implementation including public engagement, community out-reach; public meetings; crisis communications; press conferences; print collateral; events; scripts; radio and television commercial production; informational videos and television specials for airing; media relations; media buying; print, digital and mobile advertising; social media and more. Select FMG campaigns are designed and presented in multiple languages and placed in the appropriate media outlets in order to reach our clients' target customer bases.

FMG's clientele includes businesses, state and local government, cultural organizations, health-care

- Michigan Department of Transportation (MDOT)
- Detroit Department of Transportation (DDOT)
- Oakland County Business Finance Corporation and Economic Development Corporation
- Wayne County Department of Public Health
- Detroit Health & Wellness Promotion (DHWP)
- Hurley Medical Center
- Institute for Population Health (IPOP)
- Center for Empowerment and Economic Development (CEED)

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Certifications

- **WBE**- Women's Business Enterprise National Council
- **WOSB** - Woman Owned Small Business certified by WBENC for the U.S. Small Business Administration (SBA)
- **SBE**- Small Business Enterprise certified by the Wayne County Airport Authority
- **DBE/ACDBE**- Disadvantaged Business Enterprise in Michigan & Georgia / Airport Concession
- **APR**- Accreditation in Public Relations. Universal Board Administered by the Public Relations Society of America

NAICS Codes

- 541810
- 541613
- 541430
- 541820
- 541890
- 541830



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