



First Response

MEDIA

Crisis Communications

Woman-Owned Small Business (WOSB)

Who We Are

First Response Media provides crisis communications strategy, media training, and narrative control for organizations operating in high-visibility environments. Founded by a former investigative journalist with more than 11 years in national and local television news, the firm helps leaders navigate media scrutiny, protect public trust, and communicate effectively during high-stakes incidents.

Core Capabilities

Crisis Communications

- Strategy and incident response
- High-profile events or investigations messaging
- Reputation management and narrative recovery
- Stakeholder and public messaging strategy
- Rapid-response communication planning

Media Training

- On-camera prep for leadership and command staff
- Spokesperson coaching for high-pressure situations
- Press conference preparation
- Message development for leadership
- Social media strategy

Video Production

- For internal/external messaging
- On-site video capture during critical incidents
- Training and recruitment videos
- Social media content
- Agency brand/reputatoin storytelling

NAICS CODES

- ✓ 541820 – Public Relations Agencies
- ✓ 541613 – Marketing Consulting Services
- ✓ 611430 – Professional Development Training



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Reclaim Your Narrative.

WOMAN-OWNED SMALL BUSINESS (WOSB)
AFEDERAL, STATE, AND MUNICIPAL CONTRACTS



Case Studies

FBI National Academy: Crisis communication training for Chiefs, Sheriffs and Highway Patrol

U.S. Forest Service: Communications support and video messaging for 35,000 employees.

Holly Ridge PD: crisis communications & reputation management.

N.C. Justice Academy: "Reclaim the Narrative" media training for Command Staff.

Brunswick County Sheriff's Office: recruitment and Special Ops video production

Differentiators

- ✓ **Investigative Journalist Expertise** – 11 years in national and local TV news with established insider knowledge of how stories develop and how media narratives escalate.
- ✓ **Public Safety Communications Experience** – Extensive work with law enforcement agencies helping leaders respond to high-profile incidents and public scrutiny.
- ✓ **Federal Contractor Relationships** – Content creation, branding & storytelling in partnership with D.C.-based firms.
- ✓ **One-Stop Communications Partner** – Combines crisis strategy, media training, and professional video production in a single firm.



910-524-9332



info@firstresponsemedia.com



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