



# First Response

**MEDIA**

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## 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 & Incident Response

- Real-time messaging strategy during critical incidents and investigations
- Narrative control to prevent misinformation and protect public trust
- Reputation stabilization and post-incident communication planning

#### Media Training & On-Camera Readiness

- Command presence and message discipline under pressure
- On-camera delivery, tone control, and body language coaching
- Spokesperson preparation for live interviews and press briefings

#### Video Production & Strategic Storytelling

- Documentary-style content that humanizes agencies and builds trust
- High-impact video for public awareness, recruitment, and transparency
- End-to-end production from concept through distribution

#### In-House Media Systems & Messaging Control

- Build internal “newsroom” capabilities to control your narrative
- Train teams to shoot, produce, and publish professional content
- Reduce reliance on external media through owned communication channels

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## Reclaim Your Narrative.

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



### Case Studies

FBI National Academy: Crisis communication training for Law Enforcement Command Staff

U.S. Forest Service: Cyber communications, White House-featured CIO video messaging featured and digital newsletters 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 departments and agencies.
- ✓ **One-Stop Communications Partner** – Combines crisis strategy, media training, and professional video production in a single firm.

### NAICS CODES

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

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