

# MAX MEDIA ADVISORY EXPERTS

UEI FXJBFWCLHBY1 • CAGE 815V2 • PSC R406, R408, R410, R497, R499, R708, R799, T006, T016, U001, U008, U099  
NAICS 541820, 541613, 512191, 512110, 611430, 541618, 541611, 541840, 541910, 711510

Media Training  
Video Production  
Storytelling/Writing

Earned Media  
Public Speaking  
Voiceover Talent

Journalism Training  
News Industry Insight  
Crisis/Risk Communications

### • CORE CAPABILITIES •

Media Advisory Experts, a small DBE with a teaming partnership with a HUBZone-certified/WOSB subcontractor, harnesses **decades of journalism and communications experience** to deliver media training and interview coaching, public speaking, crisis/risk communications, earned media, video production, story crafting, and messaging services. We're not a PR firm. **We help clients maximize their PR opportunities.**



### • DIFFERENTIATORS •



Our firm is led by Peabody and Emmy Award-winning former on-air CBS News correspondent Mark Albert. Our team consists of diverse media professionals with more than 125 years of expertise, including interviewing top government and business leaders and crafting investigative stories that ran in national and international media outlets. Using our vast contacts, **we specialize in rapid response, staffing up overnight to fulfill large or urgent projects.**

### • PAST PERFORMANCE •

We've supported a U.S. Marine Corps year-long earned media campaign and a State Dept-funded media project; crafted videos and story content for on-air, online, and in print; advised election administrators, a cybersecurity cohort, former homeland security official, and C-suite teams on strategic/crisis communications. Our bespoke media training and coaching has delivered tremendous ROI **to clients in the U.S. and around the world.**



### CERTIFICATIONS:

- Certified Business Enterprise (CBE): District of Columbia
- Small Business Enterprise (SBE): District of Columbia
- Disadvantaged Business Enterprise (DBE): District of Columbia
- Local Business Enterprise (LBE): District of Columbia

- Resident Owned Business (ROB): District of Columbia
- Small Local Business Enterprise (SLBE): Metropolitan Washington Airports Authority
- LGBT Business Enterprise (LGBTBE): National LGBT Chamber of Commerce (NGLCC)

### CONTACT INFORMATION:

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