



## **Company Capability Statement**

Carter Media Group operates as a distinguished corporate entity, specializing in providing comprehensive support for organizations launching new campaigns, while adeptly navigating intricate challenges related to race and culture. This professional establishment excels in precisely positioning brands before intended audiences, ensuring trajectories of success. CMG demonstrates a capacity for effective collaboration with grassroots leaders, thereby facilitating the attainment of organizational goals and the cultivation of positive community impact.

Benefitting from a cumulative experience of over 60 years in strategic communications, the agency stands ready to assist in the penetration of micro-ethnic subgroups within communities.

The suite of services includes:

- Micro-ethnic and Cultural Advisory Services
- End-to-end Campaign Formulation and Launch
- Thorough Diversity, Equity, and Inclusion Training
- Skillful Management of Media and Public Relations
- Strategic Crisis Strategy and Responsive Measures
- Active Facilitation of Civic Engagement
- Expertise in Film Production and Direction
- Specialized Communications Consulting

The portfolio stands as a testament to the agency's capabilities:

- Fulton County Government: CMG orchestrated impactful weekly newscasts, spotlighting the profound influence of the county government across the region.
- City of South Fulton: CMG adeptly captured the essence of the Annual Turkey Giveaway through a masterful video, raising public awareness of the city's committed community advocacy.
- Fulton County District Attorney's Office: CMG devised and executed a robust communication strategy, disseminated across a range of social media platforms.
- Community Foundation of Greater Atlanta: CMG played a pivotal role in crafting a micro-ethnic and cultural communications plan, enhancing nonprofits' comprehension of selection processes and resource accessibility.
- Atlanta NAACP: CMG formulated a comprehensive communication plan that humanized the legacy of Ahmaud Arbery, effectively shared across diverse social media platforms.

- Joan Trumpauer Mulholland Foundation: CMG structured a communication strategy spotlighting the contributions of Joan Trumpauer Mulholland and her peers in the Civil Rights Movement.
- Pharaoh's Conclave: CMG ingeniously designed a digital campaign showcasing their impactful work with Black and Brown youth within the STEAM program.

The foundation of CMG rests upon precision, expertise, and an unwavering commitment to generating a profound impact within the spheres of race, culture, and communication.

#### Certifications

City of Atlanta:

- African American Business Enterprise (AABE)
- Small Business Enterprise (SBE)

#### NAICS Codes

541820

541890

541613

541910

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541430

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