

# MP&F

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## MCNEELY PIGOTT & FOX PUBLIC RELATIONS

Since it was founded by Mark McNeely in 1987, McNeely Pigott & Fox has grown to become one of the largest independent public relations firms in the Southeast and has established itself among the top tier of the nation's public relations firms. We have become nationally recognized for superior creativity, unfailing attention to detail and an inexhaustible work ethic.

MP&F is based in Nashville, Tenn., and has a satellite office in Washington, D.C. We provide total communications and marketing services for a diversified client mix at the local, regional and national levels.

Services offered by MP&F include:

- Strategic Planning
- Crisis Communications
- Media Relations & Training
- Government Affairs
- Social Media Consulting
- Community Relations
- Public Opinion Surveys
- Research
- Grassroots Campaigns
- Marketing
- Advertising
- Event Planning
- Graphic Design
- Web Site Design
- IT Services
- Video Production
- Editorial Services



# THE HISTORY BEHIND MP&F

## MCNEELY PIGOTT & FOX PUBLIC RELATIONS

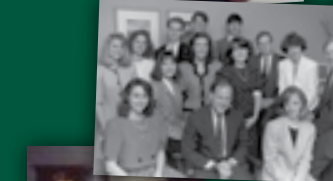


1985

Mark McNeely, Mike Pigott and David Fox meet for lunch at Applebee's and discuss the state of public relations in Nashville. They all agree they could do it better, and after a few beers, they draft a business plan on a beverage napkin.



Mark McNeely begins McNeely & Associates. First client: Senator Al Gore. (1987)



Phil Bredesen, an MP&F client, is elected to his first term as mayor of Nashville. (1991)



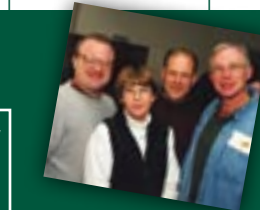
ADT Automotive, which is eventually acquired by Manheim in 2000, hires MP&F. Manheim, the world's largest auto remarketing company, remains a client to this day. (1991)



David Fox joins McNeely & Associates, and the firm becomes McNeely Pigott & Fox. (1990)



Mike Pigott joins McNeely & Associates. (1988)



Katy Varney and Dave Cooley join MP&F. (1993)



MP&F holds its first staff retreat and starts a company tradition. (1993)



MP&F directs the groundbreaking for the Nashville Arena, and the appearance of downtown Nashville begins a dramatic shift. (1994)



Keith Miles joins MP&F. (1995)



The U.S. Department of Labor's Job Corps program hires MP&F to recruit more students, and MP&F's campaign helps bring Job Corps' lowest performing region up to 100 percent enrollment. (1995)



Lynn Vincent joins MP&F and becomes the first graphic designer on staff. Today, MP&F employs seven full-time graphic designers. (1996)



The Tennessee Titans move to Nashville and hire MP&F, which immediately conducts a hugely successful campaign to approve funding for the downtown stadium in Nashville. (1997)



MP&F launches mpf.com, the company's first Web site, built by partner Keith Miles. (1998)



Dell, Inc., hires MP&F to conduct a campaign to help the company secure its future in Middle Tennessee. As a result of MP&F's campaign, the Metro Council votes by an overwhelming majority to give Dell the go-ahead to move to Middle Tennessee. (1999)



MP&F takes to the diamond, as the Hackin' Flacks make their softball debut at Shelby Park. (2001)



Phil Bredesen elected to first term as governor of Tennessee. Dave Cooley becomes his deputy governor. (2002)



MP&F launches a recycling campaign for Metro Public Works. As a result of the "Curby" campaign, resident participation in recycling increases from 8 percent to 50 percent in seven months. Recyclable materials per home increase by 1,700 percent. (2002)



MP&F begins its Speaker Series. Since that time, MP&F has hosted authors including Rick Atkinson, Jason DeParle, Eric Dezenhall, David Maraniss, Dana Thomas, Oliver "Buzz" Thomas, Bob Woodward and Jim Wooten. (2004)

MP&F is awarded its first Silver Anvil, the highest award given by the Public Relations Society of America, for the Metro Nashville Public Works Division of Waste Management's "Curby" curbside recycling campaign. (2003)

O'Dwyer's names MP&F the largest PR firm in the state. Nashville Business Journal names MP&F the largest PR firm in Nashville. (2003)

MP&F is awarded its second Silver Anvil for its work on state workers' comp reform and is named a Holmes Report "Best" three years running. (2005)



2007 Meth Destroys Campaign MP&F receives Silver Anvil



Keith Miles releases CD, *what it was they became*. (2006)



MP&F is awarded the Job Corps Consolidated Marketing Contract. (2006)



With more than 70 staff members, MP&F celebrates its 20th anniversary. (2007)

MP&F is awarded Metro Nashville Airport Authority and downtown Convention Center accounts. (2008)



The World Wildlife Fund recruits MP&F to turn off the lights in Nashville for Earth Hour 2009.



MP&F plays a key role in the Nashville for All of Us campaign; 40,000 voters stand up in opposition to an "English Only" proposal, defeating the measure. (2009)

2010