

THE MRG BULLETIN

OFFICIAL NEWSLETTER OF MARKETING RESOURCE GROUP, LLC.



A Word from Jenell

As we close out the final months of the year, this season offers a natural moment to reflect on the work that has shaped 2025 and the momentum carrying us into the year ahead. Winter brings its own rhythm—a shift from the pace of fall into a time of preparation, planning, and renewed focus. For MRG, this period is always an important one, as we wrap up key projects, support clients through critical year-end initiatives, and begin laying the groundwork for what's next.

This quarter, our team remained deeply engaged in the issues that matter most to the organizations we serve. Whether it was supporting advocacy efforts in Lansing, developing new educational programs, or strengthening digital communication strategies, our work reflected the wide-ranging expertise and collaborative approach that defines MRG. We know most of our clients operate in fast-changing environments, and we take pride in being the partner they can rely on to help navigate those challenges with steadiness and clarity.

I'm grateful for the trust our clients place in us and for the dedicated team that brings this work to life every day. As we look toward 2026, I'm encouraged by the opportunities ahead and the meaningful impact we can continue to make together. Thank you for being part of the MRG community, and I look forward to everything we will accomplish in the year to come.

Jenell Leonard

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What's New

A WORD FROM JENELL

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BUILDING MOMENTUM
FOR PHYSICIAN-LED
IMAGING IN MICHIGAN
WITH MIRADIOLOGIST
.....

HELPING MIHPC
ELEVATE THE VOICES OF
MICHIGAN'S SMALL
BUSINESSES
.....

BEYOND THE DESK: MRG
TEAM FEATURE
.....

COMBINING FUN
ACTIVITIES & PIPELINE
SAFETY INTO
CLASSROOMS WITH
THE SAFE PROGRAM
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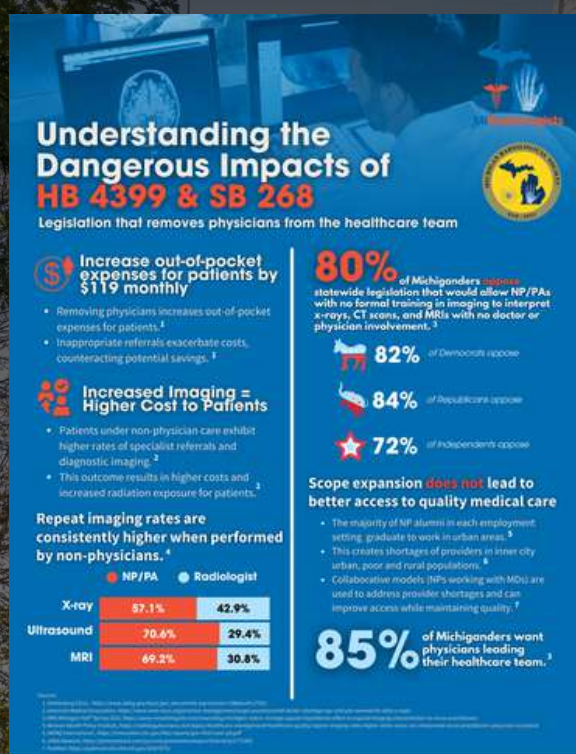
STRENGTHENING
YOUR DIGITAL
PRESENCE THROUGH
STRATEGIC ONLINE
COMMUNICATION

Building Momentum for Physician-Led Imaging in Michigan with MiRadiologists

by Aidan Nelson

This fall, MRG collaborated with MiRadiologists to support their Legislative Day at the Michigan Capitol, an important opportunity for radiologists to speak directly with lawmakers about issues shaping the future of patient care and radiology in Michigan.

MRG worked closely with the MiRadiologists leadership team to prepare materials that clearly communicated the value of physician-led imaging and the essential role radiologists play in diagnosis and treatment planning. Ahead of the event, our team developed talking points, refreshed advocacy graphics, and assisted with outreach of materials to legislative offices. We also coordinated messaging to ensure each meeting reinforced a unified, consistent narrative across the coalition. By aligning strategic priorities and communication goals beforehand, we helped radiologists feel prepared, confident, and supported going into their conversations.



Throughout the day, radiologists from across the state met with members of the House and Senate to discuss priorities such as protecting scope of practice, ensuring patient safety, and strengthening access to high-quality medical imaging. MRG supplied on-site materials to guide the discussions and documented key moments for the development of future resources. In addition, we captured insights from each conversation that will inform MiRadiologists' advocacy strategy heading into 2026 and beyond.

Events like Legislative Day help deepen relationships with lawmakers and reinforce the importance of radiologists' voices in statewide healthcare conversations. MRG is proud to support MiRadiologists in advancing policies that keep Michigan patients at the center of care. This year's collaboration further demonstrated how strategic communication and preparation can elevate advocacy efforts and strengthen long-term policy impact.

MiRadiologists

PHYSICIANS ELEVATING CARE, ONE IMAGE AT A TIME

Helping MIHPC Elevate the Voices of Michigan's Small Businesses

by Aidan Nelson

This year, MRG worked closely with the Michigan Health Purchasers Coalition (MIHPC) to strengthen awareness around rising healthcare costs and the impact on Michigan's employers—especially small and mid-sized businesses.

MRG supported MIHPC by crafting messaging tied to national affordability reports, developing social content that highlights employer concerns, and producing clear, accessible materials that explain why healthcare prices continue to rise. Our team also helped enhance MIHPC's digital communication channels to position the coalition as a leading source of insight for Michigan's business community.

Through consistent communication, research-backed messaging, and strategic campaign planning, MIHPC continues to grow its presence as a trusted advocate for affordability reform and positioned MIHPC for a strong, effective advocacy heading into 2026. MRG is proud to help amplify the coalition's commitment to creating a more fair and transparent healthcare landscape for businesses across the state.



Beyond the Desk: MRG Team Feature

Get to Know Lucy Goldstein

DIRECTOR OF PUBLIC AFFAIRS

Lucy serves as Director of Public Affairs at MRG, drawing on her experience in the Michigan House of Representatives and in government affairs to support clients with thoughtful, results-driven strategies. She manages coalition outreach, event planning, and the development of marketing and advocacy materials, ensuring each deliverable advances client priorities. Lucy's strong project management skills and solutions-focused mindset help guide projects from concept to execution, strengthening the impact of MRG's public affairs work.



Trending Now: Snap Shots with Lucy

If you could pick a theme song for your life, what would it be?

Unwritten by Natasha Bedingfield

What are your all time favorite TV shows?

For more serious shows, I love The Diplomat the Lincoln Lawyer. For a more fun and upbeat vibe, I love Dancing with the Stars.

What's your dream travel destination?

The Dolomites in Italy or Turks and Caicos

What is your favorite Marketing/Public Relations trend?

I am not sure if it's a trend per se, but more so something we are seeing more and more is true authenticity in brands and organizations, especially through their use of micro-influencer marketing.

What is your favorite thing about Michigan?

Can't pick one favorite, so my top two things are the lakes and Mackinac Island.

What's your dream road trip destination?

Through New Zealand in a camper van.

Most rewarding part of being on the MRG team?

Working with clients from all different industries, understanding and learning their unique needs and executing on projects to most effectively support their goals.

What's the most important lesson you've learned throughout your career?

The value of asking questions and seeking feedback. Personal and professional growth and learning comes from being open to feedback and always looking for ways to improve.



Combining Fun Activities & Pipeline Safety into Classrooms with the SAFE Program

by Aidan Nelson

This fall, MRG had the opportunity to support Wolverine Pipe Line Company in launching the new SAFE (Safety Awareness for Educators) program designed specifically for schools. This initiative helps teachers, students, and administrators understand pipeline safety in a fun, engaging, and age-appropriate way.

MRG collaborated with the Wolverine team to develop clear educational materials, lesson-friendly resources, and vibrant program visuals.

A standout feature of this project was the creation of a brand-new student-friendly mascot designed to boost classroom engagement and make safety education more accessible. The mascot will soon appear in school materials, activity sheets, and presentations to help students connect more easily with the program's safety messages.

In addition to content creation, MRG helped shape the program's messaging, design supporting graphics, and prepare Wolverine for future outreach to educators and community partners. By helping build the SAFE Program from the ground up, including its mascot, MRG played a key role in expanding Wolverine's commitment to public safety and community education.

This initiative not only strengthens awareness across Wolverine's service area but also builds lasting relationships with schools and families by prioritizing safety in a thoughtful, interactive way.



Lunch, Laughs & Lots of Wrapping

by Aidan Nelson

The MRG team closed out the year with one of our favorite annual traditions—our Christmas lunch and client gift-wrapping afternoon. This gathering brings the whole team together to celebrate the season, reflect on the year's accomplishments, and prepare thoughtful office-themed gifts for our clients.

From custom MRG-branded office essentials to our featured magnetic 3-in-1 wireless charger, each gift was thoughtfully selected to be both practical and meaningful—designed to support our partners in their day-to-day work while showing our appreciation. The afternoon was filled with holiday music, laughter, and teamwork as we wrapped each item with care, putting a finishing touch on gifts meant for desks, offices, and workdays ahead.

This tradition not only marks the end of another successful year at MRG, but also serves as a reminder of the strong relationships we've built with the clients we're fortunate to serve.





Strengthening Your Digital Presence Through Strategic Online Communication

by Aidan Nelson

In today's fast-paced digital environment, a strong online presence is essential for any organization looking to communicate effectively, reach new audiences, and maintain credibility. Recent data underscores just how central digital platforms have become. According to the Pew Research Center, 84% of U.S. adults use YouTube, 71% use Facebook, and nearly half use Instagram.

This shift isn't limited to entertainment or casual browsing. A separate Pew Research analysis shows that 53% of U.S. adults now get at least some of their news from social media, highlighting the growing role these platforms play in shaping public understanding and daily information habits. Globally, the trend is even more pronounced. Recent data from Backlinko reports that more than 5.41 billion people worldwide use social media as of July 2025, including 73% of those aged 50-65, showing that social media is no longer solely for Gen Z and Millennials.

With audiences turning to digital channels for information, connection, and decision-making, organizations have a real opportunity to strengthen their visibility through strategic online communication. This includes maintaining a website that presents information clearly and consistently, while using social media to share updates, highlight priorities, and engage directly with key stakeholders. When these tools work together, organizations can build stronger brand recognition, respond quickly to emerging issues, and make sure their messages reach people where they are already paying attention.

MRG helps clients translate these digital trends into meaningful results. Our team develops tailored website improvements, creates dynamic social media strategies, and produces engaging content designed to stand out across platforms. Whether you need support in building a consistent posting strategy, refining messaging, updating online materials, or strengthening your overall digital presence, MRG provides the expertise and guidance to ensure your voice is clear, credible, and well-positioned in today's crowded digital space.

Contact us today!

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