

GOFF & HOWARD INC.

# INSIGHT

TEAM HANDBOOK  
FOR A

WINNING



MEDIA

GAME PLAN

media relations • media training • strategic counsel

lobbying and government relations • grassroots and grasstops organizing

crisis communications • community relations

project management • internal communications

writing and editing • design and production • event planning

enhanced entertainment marketing • research

Let's GO,  
team MEDIA!



Vince Lombardi, Tom Landry, Mike Ditka.

Some of the best football teams of all time might have never become part of the history books without great coaches like these.

Off the field too, organizations need good coaches and team players to be successful. At Goff & Howard, we have a team of media relations pros who know:

- the fundamentals of a good offense and defense
- how to plan, build – or even rebuild – in the off-season
- how to keep the momentum going through all four quarters and build on that momentum after the game

## Understanding the FUNDAMENTALS

The world of media can be confusing – even intimidating – but Goff & Howard is here to help clients navigate the playing field. We start by answering clients' questions about the fundamentals:



### • Paid media vs. earned media –

Paid media is advertising. Earned media includes articles or columns pitched to print or electronic media sources, and stories or programming pitched to television or radio stations. Earned media involves sharing information with reporters or editors through a press release, media advisory, phone call, e-mail, interview, or press conference. Goff & Howard knows which approach works best for each situation.

### • Proactive media vs. reactive media –

Most of the time, organizations need a mix of proactive and reactive media efforts to support growth and success over the long term. Proactive media activities are your “offense,” and might include regular meetings with the local newspaper editor or consistently announcing new staff members and programs.

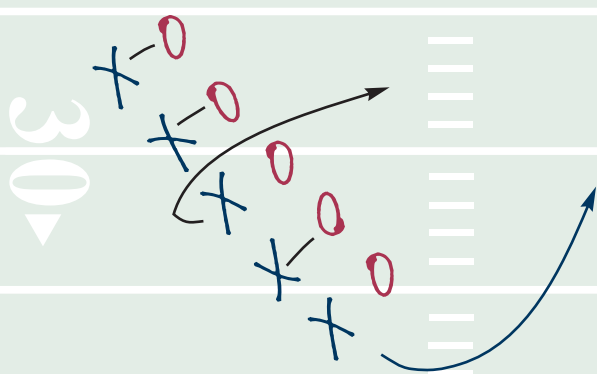
Sometimes organizations need to focus more on defense, at least in the short term. Maybe your company is coming off a series of internal changes, and this isn't the right time to attract attention. Being prepared to react when the media calls is just as important, and Goff & Howard can prepare you.

### • Crisis media

There isn't a team in football that doesn't fumble. But the pros know that a fumble doesn't have to cost you the game – the key is to plan for the unexpected. Whether you have a personnel problem or a product recall, Goff & Howard can help you ensure before the crisis occurs that the right personnel are in place with a process to talk to the media.

## Assembling a GAME plan

Just like football teams make their game plans, Goff & Howard has a pregame routine before starting a proactive media campaign. We make sure to:



- analyze your organization's challenges and opportunities
- set goals
- determine how media relations can help reach those goals
- recommend a plan that outlines each story we want to pitch, how and when to pitch each story, and which media to target
- prepare key messages and supporting materials that help tell your story

## Pregame CHECKLIST

If you're considering a media relations campaign – or getting started with a single story – a conversation with one of Goff & Howard's media pros is a great place to start. We offer:

- ✓ **Media training** to help your staff understand the media, and to establish a consistent process for responding to media inquiries.
- ✓ **Spokesperson training** to prepare your organization's spokesperson for media interviews.
- ✓ **Media relations counsel** to help you determine which media to target with each story, when to be proactive and reactive, whether you need a press release or a press conference, how to prepare for the unexpected, and any other media question you may have!
- ✓ **Media monitoring** to help gauge the effectiveness of your media relations efforts, evaluate challenges and opportunities that may surface, and react when appropriate.
- ✓ **Full-service public relations/public affairs services**, complementing media relations efforts with other activities.

## WINNING the season

Winning a game can set the tone for the next game or even an entire winning season.

In the world of media, Goff & Howard understands the importance one story can have on an organization's visibility and reputation. Not only did people read the story; it can now build on the organization's image as a trusted expert in their field, whom the media can turn to in the future for reliable information. We can also help clients utilize the story in other ways by:

- placing it on the organization's Web site
- making it the subject of an e-mail to potential customers
- posting it in company break rooms to thank employees for their hard work
- using it when communicating with legislators and other policymakers

# TOUCHDOWN!



*"With Goff & Howard's media assistance, the Mille Lacs Band makes sure that people in the Mille Lacs Reservation area know how our donations program has helped local organizations, and how we can help others."*

Mel Towle,  
Mille Lacs Band Commissioner  
of Corporate Affairs

*"Goff & Howard's media team has been crucial in helping us effectively communicate with both Twin Cities and Greater Minnesota media outlets about the MinnCan Project. They are able to anticipate media questions and articulate how the project will benefit Minnesotans throughout the state."*



Tom Harwell,  
Minnesota Pipe Line Company



*"Any new development - especially one as large and multi-faceted as The Bridges of Saint Paul - has a lot to say. Goff & Howard works with us as an integral part of Team Bridges to identify our plays with the news media in the most clear and concise way possible."*

Jerry Trooien,  
JLT Group, Inc.

## Goff & Howard's MEDIA MVPs



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