

INSIGHT



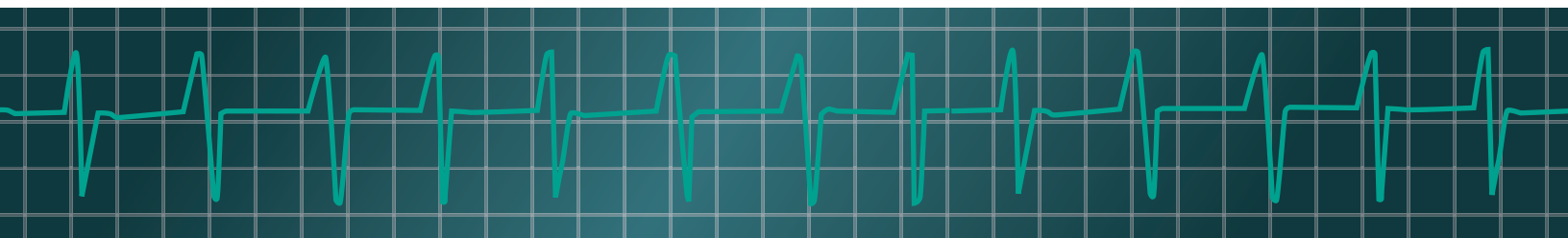
Annual communications checklist: May 2007

Every year, organizations review their health care benefits, personnel policies, staffing needs, and bottom lines. But what about communications activities?

Making sure your communications efforts support your organization's goals is an important key to success. It's time for your annual communications checklist.

GOFF & HOWARD INC
Public Relations/Public Affairs

strategic counsel | strategic planning | media relations | lobbying and government relations | coalition building | crisis communications



COMMUNICATIONS EXAM FORM

SECTION 1

Please answer all questions.

- YES NO In the past year, has your organization created a strategic plan or updated an existing plan?
- YES NO Does your organization have a crisis communications process in place?
- YES NO Do you provide the media with timely news about your organization?
And, are reporters interested in what you send them?
- YES NO Do you keep track of what the media is saying about your organization?
- YES NO Do you communicate with your key audiences on a regular basis?
- YES NO Do your employees say good things about your organization?

SECTION 2

Has your organization experienced any of the following in the past year:

- YES NO an unexpected crisis that wasn't handled well?
- YES NO a call from the media that you didn't know how to handle?
- YES NO negative media coverage?
- YES NO the passage of a law or regulation that affects your organization?
- YES NO an outdated Web site or materials?
- YES NO an event that you wish would have been more successful?

If you answered "no" to any questions in section 1 or "yes" to any questions in section 2, call Goff & Howard at 651/292-8062 to schedule an appointment.

Our team can provide advice on:

- Preventive care, such as crisis planning, updated mailing lists, a regular newsletter, and more
- Prescriptions for effective strategies that will help your organization achieve its goals
- A balanced diet of communications activities, so that you benefit from a range of efforts such as media relations and written materials
- Simple steps to enhance your reputation



Ask the PR practitioners

Is there any way to prevent a trip to the public relations ER?



Paula Howard

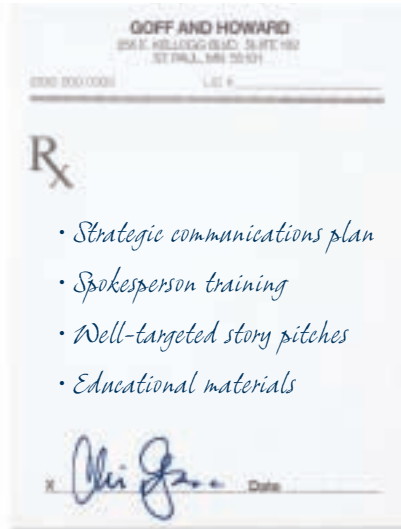


Chris Georgacas

There are many ways to help prevent a trip to the public relations ER, and also ways to plan for things that simply can't be expected or avoided.

First, start by focusing on the communications basics – such as treating each audience like your best customer every time, and communicating regularly with your employees so they hear important information from you before reading it in the newspaper.

Second, exercise on a regular basis. Beginning with one communications exercise is okay,



but the goal should be to build in communications variety through the media, internal

communications, your Web site, mailings, and other tools. Variety will improve your strength and long-term organizational health. Goff & Howard has the experience it takes to prescribe a number of complementary communications activities.

No matter how large or small your communications regimen is, every bit helps when it comes to preventing a trip to the public relations ER. And, for those times when there's no stopping a trip to the ER, Goff & Howard can help you plan in advance to make the trip less unpleasant.



Clinical trials – what you need to know first



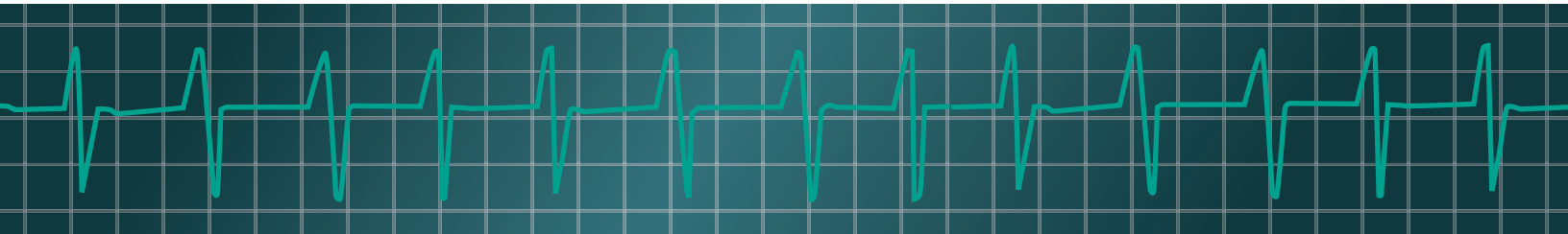
Are blogs and podcasts the wave of the future?

Will printed newspapers some day be a thing of the past?

Before investing your time and resources into any highly touted waves of the future, it's best to talk to an expert and weigh all of your communications options.

For some, new technologies may be very effective in specific situations. For others, it may be best to focus on methods that are proven reliable.

Remember – clinical trials utilize new treatments to expand the base of research. Goff & Howard can present you with the best communications options on the market, and help you decide if the latest tools are right for you.





Patient success stories



Tom McCarver provides an interview to KSTP-TV with Goff & Howard's Mike Zipko standing nearby. Goff & Howard helped Clear Channel Outdoor with planning a media event, inviting allies, coordinating media interviews, and writing key information about the company's AMBER Alert partnership with the state.

“When Clear Channel Outdoor needed to successfully begin running AMBER Alerts on its Twin Cities billboard system, Goff & Howard guided us to finding the right mix of communications activities.”

Tom McCarver
Vice President of Real Estate and Public Affairs
Clear Channel Outdoor

“Goff & Howard created our first-ever Wal-Mart Minnesota fact book, which has proved to be a valuable tool for use with legislators, community leaders, and media across the state.”

Julie Idelkope
Senior Manager, Public Affairs
Wal-Mart Minnesota



Goff & Howard developed Wal-Mart's first Minnesota-specific fact book to provide another means for Wal-Mart to communicate with its key audiences.



We do hereby swear... The PR Hippocratic Oath

We do hereby swear to fulfill, to the best of our ability and judgement, this oath:



- To support and enhance our clients' communications activities in accordance with sound strategy.
- To impart ethical, expert advice to our clients on public relations and public affairs.
- To prescribe regimens for the good of the client, its employees, and its other audiences.

If we keep this oath faithfully, may our art be respected and our clients successful.

