

Feature Story



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Mark Goldman and Goldman McCormick Public Relations

I recently had the pleasure of speaking with Mark Goldman, the Co-Founder and Media Specialist at Goldman McCormick Public Relations. Goldman McCormick, founded in 2010 and



located in New York, specializes in getting their clients seen on television, heard on the radio, and read about in newspapers. Along with that, the firm also works to produce podcasts and radio programs heard on the Genesis Communications Network and Starcom Radio Network. They take pride in their success, as their clients will vouch for their expertise. They say that Goldman McCormick has been an incredible asset in their careers and they do not hesitate to recommend their services. In 2014, the New York Observer cited Goldman McCormick PR as one of the top five public relations agencies specializing in legal PR. In 2016, they earned a Gold Award in the “Best Cause/Advocacy Campaign” category in Bulldog Reporter’s CSR Awards. This past year, the firm was named one of One Of America’s Best PR Firms For 2021 this past year by Forbes Magazine.

Goldman is a New York native, as he grew up on Long Island. He attended the New York Institute of Technology for communications and studied radio, TV, and film. He didn’t learn

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much about public relations, as he wanted a career in media production at the time. Goldman says he had a great time in college and learned a lot about the media industry. After graduating, Goldman worked in radio and television for 10 years prior to starting his own firm. For several years, he worked as a producer on Court TV's morning radio show on SiriusXM which gave him a lot of insight about the legal world and the media that circulates around it. He stated that during the time he spent working in talk radio, he was constantly receiving pitches from PR practitioners. He highlighted that the two truly go hand and hand, and it is very beneficial to have knowledge of both realms while studying and pursuing a communications career path. He was offered a position at a separate PR agency and did so well that he decided to take his business partner, \$300, and start a firm of his own. He built a large list of contacts in his career and was able to use them to help clients gain a lot of successful media coverage.

Goldman McCormick works with an incredible amount of clients across the country. Goldman stated that he does business with a lot of attorneys, as he has some background in the legal media field. Along with attorneys, Goldman says they also do a lot of work with forensic psychiatrists. He says "there is always something going on in the legal world" and "there is always legal stuff happening in the news". He likes work to stay interesting and in constant motion, and he suggests that the legal realm is perfect for that. He has an incredible passion for legal and breaking news and is constantly at news stations working to gain placement for clients. Goldman McCormick also works with a lot of nonprofits, animal rescues, and special needs children's parents and their lawyers.

As for his day-to-day tasks, Goldman spends a lot of time studying the news. He says that

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between 9:00am and noon, he mostly spends time coming up with media pitches with his team. They collaborate and come up with the best strategies and ideas for gaining media placements for their clients. A large portion of his morning is also spent going through about 5-10 newspapers a day, and checking his email for his daily news outlet subscriptions. While he spoke about that, he suggested that all PR professionals should subscribe to as many newspaper email lists as possible. He stressed how important it is to monitor the daily news and top stories of the day, as it has proven to be very beneficial for his clients to talk about them and get involved in these stories in some way. He uses the term “newsjacking” to describe this process, which means adding your (or your clients) thoughts to a breaking news story. For the rest of the day, he typically is spending his time trying to get his clients into the news. Aside from these tasks, Goldman says they promote client ideas to the media (events, pro bonos, etc.) and occasionally work on campaigns for clients as well.

Goldman has also done his fair share of volunteer work. He spoke briefly about a remarkable pro bono campaign he worked on for a young girl from Long Island with cerebral palsy who was competing in the 2020 Paralympics. They worked hard to help her raise money and get her message out there through the media. Goldman voiced how special that campaign was to him, and how much he believed in the young girl and her inspiring story. Another charitable act that Goldman McCormick has taken part in is producing the “New York’s Funniest Reporter Event”. The event takes 10 news anchors and has them perform a stand up comedy act. Each reporter gets paired with an actual comedian to help work on their act and then they perform it in front of a crowd. All of the money raised at the event goes to charity. To this date,

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they have done 10 New York shows and 2 shows in Austin. Goldman said he hopes they can do a show in Los Angeles sometime in the future. The charities that receive the profits from this are often animal organizations and veterans.

Outside of work, Goldman is a father who likes to take time away from work to be with his kids. He voiced how much he really loves being a dad. When asked about his personal hobbies, he said his number one priority is spending time with his kids. Aside from that, he also really enjoys taking the time to watch documentaries. As someone who is from Long Island, he loves to spend time at the beach all year round: he says, if he could, he would be there “24 hours a day, 7 days a week”. Goldman is also a huge fan of live music and likes to see concerts whenever he can. When talking about his hobbies outside of work, one thing Goldman said is something we can all learn from. He says that ever since the COVID-19 pandemic, he “likes making one person laugh every single day”. He explained that it's a recent daily goal of his, and he tries to make peoples' days a little bit better. Goldman said that his biggest inspiration is “helping people on an everyday basis. We only take on people that we feel we can help and make a difference in their lives”. He truly believes in his clients and wants to help them be successful.

My conversation with Goldman ended with some very valuable insight. I asked him if he had any more advice for aspiring PR professionals like myself and my peers, and he shared some of his best tips. He stressed how important internships are when it comes to building experience and beginning your career. He suggests that all public relations students take the time to participate in both a media internship in addition to a standard public relations internship. He says this will make you much more valuable as a candidate and stand out amongst the rest. He also explained how important a good media contact list is when it comes to being a successful

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public relations professional. He suggests that students make a list of about 10 reporters and/or writers that they would love to be in contact with one day, write down their contact information, and keep that as practice. He also referenced back to the point he made earlier about subscribing to news outlet emails to stay on top of daily news stories. He mentioned again how important it is to stay up-to-date on the latest news and what's going on in the world.

Mark Goldman has had a remarkable career and it is clear that he has a true passion for media and public relations. He cares strongly about his clients and helping them get their message out there. Goldman has made great achievements in his career, starting in radio and TV, then moving to public relations. He does a lot of impressive work at Goldman McCormick PR and his clients express that he is a huge asset to their successes. He is an example that all aspiring public relations professionals can look up to.

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