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NEWS RELEASE

For Immediate Release

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Michael B. Goodman Speaks to the Association of National Advertisers and the Financial Services Roundtable

During the third week of January Dr. Michael B. Goodman, Director of the Corporate Communication Institute (CCI) at Fairleigh Dickinson University, was invited to address two major corporate groups. On Thursday, January 22 he presented *Meeting the Challenges of a Hostile Business Environment* to the Association of National Advertisers (ANA) in New York City. On Friday, January 23, he addressed The Financial Services Roundtable Public Affairs Council Winter Meeting in Washington, DC by exploring the topic *Financial Services at a Crossroads: Restoring Investor Confidence*. Both presentations resulted from the 2003 activities of the Corporate Communication Institute.

This is the third year Dr. Goodman addresses the ANA. This talk outlined corporate transparency strategies and reporting implications resulting from the Sarbanes-Oxley Act of 2002. It also responded to public affairs challenges resulting from an international business environment

experiencing a rise of anti-Americanism, and the War on Terror. At the Financial Services Round Table Dr. Goodman, representing the PR Coalition, addressed the issues of corporate transparency and restoring investor confidence.

CCI initiatives made him well equipped to address these timely corporate concerns. In September 2003 CCI, working in conjunction with Financial Executives International (FEI) and the American Stock Exchange, presented Mary Sjoquist, Special Council of the Public Company Accounting Oversight Board (PCAOB). PCAOB has been charged with developing regulations related to the Sarbanes-Oxley Act. In January 2003 CCI hosted the PR Coalition at the College at Florham, Madison, NJ. The Coalition consist of 20 major U.S. based organizations representing corporate public relations, investor relations, public affairs and related communications disciplines and more than 50,000 members. The goal of the meeting was to develop practical action models for restoring trust in business. Dr. Goodman was a major contributor to the resulting white paper entitled *Restoring Trust in Business: Models for Action*. In addition, CCI has finalized its 2003 Practices & Trends Study in Corporate Communication. The study not only took a snapshot of current practices and trends, but also explored initiatives to increase corporate transparency as well as corporate domestic and global responses to terrorism. Sjoquist's remarks, the PR Coalition white paper, and CCI's research findings can be found on CCI's website at www.corporatecomm.org.

When all is said and done, Dr. Goodman recommends that corporations demand high ethical standards, exude believability, and communicate clearly. They should also retain, motivate and inspire employees to meet the challenges of a hostile business environment; and assume responsibility and accountability because everyone inside the company, and out, expects a corporation, and its leaders, to do so. "The act of clear and honest communication," Dr. Goodman maintains, "is essential to building, maintaining, or restoring a relationship of trust."

The Association of National Advertisers is the industry's premier association dedicated exclusively to marketing and brand building. The Financial Services Roundtable is a national association representing the largest integrated financial services companies. The Corporate Communication Institute provides a world-class, research driven teaching program on the best practices and theory of the profession for corporate practitioners, scholars, policy makers and the general public.

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