



## **Bloomberg News Ex-City Hall Chief Forms Company to Improve Business-Press Relations**

Henry Goldman, who led Bloomberg News's New York coverage for more than two decades, has created a company to improve newsmakers' media relations.

Parachute Insight, a new kind of consulting service, "will drop into situations where a company executive, a public figure, or a private individual has been thrust into the spotlight by one dogged reporter, or perhaps a gaggle of them," Goldman said.

Goldman, described by the New York Times as a "reporter's reporter," said the company would work with public relations firms and communications directors.

"We will parachute in to help a client understand the reporters' point of view, while also acting as a consultant to the client's advisor," Goldman said. "We're offering a service that's different from traditional public relations and damage control. Our goal is to minimize or avoid an adversarial relationship, which is often the assumed interaction between newsmaker and journalist."

A public relations professional often sees a situation through the client's eyes. Even those with journalism experience may have lost that perspective or may not be in a position to deliver constructive criticism, Goldman said. Preparation for an interview may include reporter-newsmaker role play scenarios, he said.

"As outsiders, we offer insight," Goldman said. "No matter how much experience you have talking to reporters, you may not be accurately imagining their intent or motivation."

Goldman's decades of journalistic depth include editing and reporting that includes investigations, business, arts, culture and sports, and magazine features. He also spent 17 years at the Philadelphia Inquirer where his beats included the courts and City Hall. He's covered every New York City mayor since Ed Koch, whom he first met as a reporter for The Record in northern New Jersey. He's an attorney, licensed in California where he obtained his law degree.

Goldman's most known for covering Mayor Michael Bloomberg's 12-year tenure while working for Bloomberg News. The New York Times cited his even-handed coverage of the former mayor, and also described him as "sometimes cantankerous."

"One of the keys to successful communication is to understand even the most difficult, aggressive reporter," Goldman said. "Newsmakers unnecessarily frustrate reporters when they stonewall, or refuse to comment, or come to an interview unprepared, without facts, documents or data to support their assertions."

Parachute Insight did not go into business to help the dishonest avoid scrutiny, Goldman says. "We will be only taking clients we believe in." he said.