
ENVIRONMENTAL/ENGINEERING GEOLOGISTS

HGS ENVIRONMENTAL/ENGINEERING COMMITTEE BUSINESS MEETING— OCTOBER 11, 1989

NORMA J. GOLDMAN—Biographical Sketch

Norma J. Goldman holds a B.A. degree from the University of Houston, and is currently President of Goldman and Company, Inc. a public relations firm. Her technical specialties include mass media communications, design and implementation of issues management programs and public opinion surveys, and providing industry-oriented training programs for dealing with media in crisis/hostile situations. She also provides analysis and critique of internal and external company communications, as well as product introduction and corporate imaging services.

Ms. Goldman's prior work experience includes the American Productivity Center, where she developed and implemented a five year plan to introduce the concept of productivity to the community at large through media, symposiums and conferences, focus groups with industry and labor, and the exchange of techniques with other productivity centers internationally.

Ms. Goldman has designed and implemented the initial community relations plans for EPA approval for several sites. She has consulted with major industrial clients on organizing internal public relations staff for Superfund community relations. She has also developed and implemented corporate imaging campaigns including the redesign of company logos, the introduction of new products, and development of all marketing and advertising materials.

MEDIA HYPE VS. THE REAL ISSUES OF ENVIRONMENTAL CLEANUP

Information and education about environmental issues continues to be "event driven," and this process has actually impeded progress on several fronts. The emotionalism and outrage that accompany "events" creates an atmosphere that is not conducive to the learning/fact-finding process. Real issues, such as sound wastemanagement practices, chemical exposure risk, and the establishment of safe operating standards, are frequently lost in the wake of such events. Attendant media coverage only perpetuates and exacerbates these conditions.