

The Goddard Company Public Relations & Marketing



*Named to Pacific Coast
Business Times 2011
"Who's Who in Advertising,
Marketing & PR"
by publisher Henry Dubroff.*

Area of Expertise

Over 20 years generating successful publicity campaigns for companies, products, and nonprofits locally, regionally, and nationally

Special Events

Trade shows, gala openings, speaking engagements, award & recognition ceremonies

Education

USC School of Journalism
Bachelor of Arts

Affiliations

Board member-Santa Barbara
Executive Roundtable

Member-Women Executive
Network

Past president and current
member-Rotary Club of
Montecito. 2007 Rotarian of
the Year

Faculty-UCSB Extension

Jennifer Goddard Combs President

Direct Line: (805) 565-3990

Cell: (805) 705-6065

Email: jennifer@thegoddardcompany.com

Website: www.thegoddardcompany.com

The Goddard Company is a full-service public relations agency. The firm excels in creating and implementing successful public relations campaigns for its diverse clientele. Under the leadership of President Jennifer Goddard, a staff of creative professionals enhances the public image, and in turn, the sales potential of each client.

70% of everything we hear and read in the media is generated through public relations professionals.

Behind every cover story in America lies a good public relations counselor. Their function is to effectively publicize a client's services, new products, executives, or other positive attributes to the public by generating timely media coverage. As opposed to advertisers, who buy space or time, public relations counselors persuade newspapers, magazines, television, radio, and electronic media to report their client's story.

Public relations work reaches every media in the country, from the front page, to the home page.

With a reputation of integrity, The Goddard Company enjoys strong working relationships with influential members of all media. Additionally, the company's excellent contacts ensure properly aimed press releases resulting in consistent news coverage.

Most appearances on The Today Show, Good Morning America, and CNN Piers Morgan are scheduled by public relations executives. The same is true for talk radio and television shows throughout the U.S.

The Goddard Company's comprehensive approach to client satisfaction includes daily collaboration, written reports and summaries of all public relations activities, and regularly conducted meetings to review accomplishments and assess mutual strategies.