

Martin Pichinson And Sherwood

An EisnerAmper Company
Public Relations Proposal

Overview

Goldman McCormick PR will launch a national media campaign for Martin Pichinson and Sherwood Partners, now Sherwood, an EisnerAmper Company. For more than 30 years, Martin has been the person Silicon Valley calls when a company reaches its hardest moment. He has been in The Wall Street Journal, The New York Times, The Washington Post, NPR and CNN without ever having a PR firm. This campaign makes it deliberate.

Our goal is simple. Position Martin as the national authority on what happens when companies fail and how value gets saved, and make sure Sherwood is the brightest name inside EisnerAmper. The press has called him the Undertaker. He calls himself the Mayo Clinic. We will tell that story.

All press materials will be reviewed and approved by Martin and Sherwood before distribution. No Sherwood client is ever named or discussed without approval.

What We Will Do

- Pitch Martin as an expert on business failures, restructuring, startup shutdowns and the economy to top tier business media, national newspapers, radio, television and podcasts.
- Present Martin to long form teaching platforms, such as The Diary of a CEO and School of Mentors, and do our best to secure appearances where his lessons can reach millions.
- Write and distribute press releases on Sherwood news, milestones and the EisnerAmper era.
- Build and produce Martin's own weekly podcast, The Second Opinion, and his House Calls YouTube series.
- Create a press kit with an approved bio, headshots and talking points.

- Set up face to face meetings with reporters and producers during Martin's New York trips, including December 8 and 9.
- Do our best to secure 8 to 10 radio and podcast interviews per month, along with print placements, television when the story fits, and at least two press releases per month.

Media Story Angles

- Business failures are rising. The man who has worked through every downturn since the dot com bust explains what comes next.
- The Mayo Clinic, not the morgue: most of Martin's work saves value, jobs and inventions.
- From the Miracles to Silicon Valley: a music manager turned turnaround executive turned founder of the firm venture capital calls when it matters most.
- Call early: the warning signs every founder and investor should watch for, and why asking for help a year early changes everything.
- The second life of inventions: what happens to the patents, brands and code of companies that close.
- Out of court: why an Assignment for the Benefit of Creditors is faster and less costly than bankruptcy.
- Sherwood inside EisnerAmper: a 34 year old firm's next chapter.
- Martin's outlook for 2027, pitched nationally in January.

Targeted Media Outlets

National Television

CNN, Fox News, Fox Business, CNBC, Bloomberg TV, NBC News, CBS News, ABC News, NewsNation, Newsmax, and others.

National Business Television Programs

Squawk Box, Squawk on the Street, Closing Bell, Power Lunch, Mornings with Maria, Varney and Co., The Claman Countdown, Bloomberg Surveillance, Bloomberg Technology, and others.

San Francisco And Silicon Valley Television

KGO ABC 7 San Francisco, KPIX CBS News Bay Area, KNTV NBC Bay Area, KTVU FOX 2 San Francisco, and others.

New York Television

WABC ABC 7 Eyewitness News New York, WCBS CBS 2 New York, WNBC NBC 4 New York, WPIX PIX11 News, WNYW FOX 5 New York, Spectrum News NY1, News 12 Long Island, and others.

Major National Newspapers

The New York Times, The Washington Post, The Wall Street Journal, USA Today, Los Angeles Times, San Francisco Chronicle, San Jose Mercury News, The Boston Globe, Chicago Tribune, and others.

Business Publications

Fortune, Forbes, Bloomberg Businessweek, Financial Times, Business Insider, Barron's, Fast Company, Inc., Entrepreneur, Crain's New York Business, and others.

Technology And Venture Capital Media

TechCrunch, The Information, PitchBook News, Venture Capital Journal, Wired, Silicon Valley Business Journal, San Francisco Business Times, and others.

Restructuring, Legal And Finance Publications

ABI Journal, The Journal of Corporate Renewal, Law360, Bloomberg Law, ABF Journal, The Deal, Debtwire, Octus, and others.

Wire Services And News Agencies

Associated Press, Reuters, Bloomberg News, AFP, UPI, and others.

National And Regional Radio

NPR Morning Edition, NPR All Things Considered, Marketplace, Bloomberg Radio, KCBS Radio San Francisco, KQED, WABC 77 AM New York, WOR 710 AM New York, 1010 WINS New York, ABC News Radio, CBS Radio News, SiriusXM, America Tonight with Kate Delaney, Rich Valdes Show, Radio Nemo, and others.

Business And Entrepreneurship Podcasts

The Diary of a CEO, School of Mentors, How I Built This, My First Million, The Knowledge Project, 20VC, Masters of Scale, Acquired, The Game with Alex Hormozi, School of Hard Knocks, and others.

Digital News Platforms

Yahoo Finance, Yahoo News, HuffPost, The Daily Beast, Axios, Semafor, and others.

The Second Opinion With Martin Pichinson

The Second Opinion With Martin Pichinson is a weekly half hour, one on one conversation. Each week a founder, investor or chief executive brings Martin a real business challenge. Martin tells them how he would handle it, shares a lesson from his own life and career, and walks through a case study from Sherwood's work. In thirty minutes, the audience gets the benefit of more than three decades of experience.

Alongside the show, House Calls is a short weekly video series where Martin answers viewer questions on YouTube, LinkedIn and Instagram. Together they put Martin in front of new audiences every week across every major platform, and every case study gives us another story to pitch to the media. Case studies are shared only with client approval, with names and confidential details withheld wherever required.

Goldman McCormick PR will name and brand the show, set up the podcast and YouTube channels, book guests, and write the episode outlines, case study summaries and viewer questions. We will schedule recording sessions in batches so one hour of Martin's time covers several weeks of episodes. We will edit every episode, create the captions, thumbnails and 6 to 8 short clips per episode, and publish everything on Apple Podcasts, Spotify, YouTube, LinkedIn and Instagram. Martin and Carissa approve every case study before it is released.

Communication And Reporting

- Direct access to Ryan McCormick and Mark Goldman by phone, text and email, weekends included.
- Weekly updates on media outreach and bookings.
- A monthly report to Martin and Carissa.

Testimonials

"Goldman McCormick are master PR producers. In an age when so many PR 'experts' want to sit around and talk 'strategy' endlessly, Mark Goldman and Ryan McCormick are pounding out placements. This team got me more than 100 talk show appearances in 24 hours, more than all other PR experts had done combined throughout my career. If you are serious about sharing your message

to the world, then you should give these guys a call." **TJ Walker / Bestselling Author**

"We had the pleasure of working with Goldman and McCormick for a recent project, and the experience was nothing short of exceptional! From the very beginning, their team demonstrated professionalism, creativity, and a clear understanding of our brand and objectives. What stood out the most was their ability to go above and beyond in every aspect, from strategic planning to execution, ensuring that our message reached the right audience effectively. Their dedication and passion for PR are evident in the results we achieved. The team's communication was always clear and prompt, making the entire process seamless and stress free. We highly recommend Goldman McCormick to anyone looking to achieve outstanding PR results. They are a top notch PR firm that delivers on their promises and truly cares about their clients' success." **The Garden City Hotel**

"Along with boxing legend Gerry Cooney, I have had the absolute pleasure of working with Goldman McCormick PR on the promotion of our book. Mr. McCormick's indefatigable efforts resulted in far more PR opportunities than we could ever have imagined. Mr. McCormick was extremely responsive to emails (even on weekends), connected us with some of the top names in the industry, and did so with class, enthusiasm, and vigor. It has been an honor working with Mr. McCormick, and we encourage anyone in need of expert PR guidance to contact his agency immediately." **John Grady**

"Goldman McCormick PR has been an incredible asset and has done a remarkable job in enhancing my visibility on a national level. They are tireless workers with an incredible list of contacts and has, without question, advanced my career on a pace I could not have envisioned. Goldman McCormick is a vital part of my business." **Rick Cerrone, Former Sr. Manager of Public Relations, NY Yankees**

"Powerful, connected, brilliant, dedicated, generous, and always gentlemanly. I can't say enough about the effective PR and marketing genius of Goldman McCormick PR. Bravo and thank you for everything!" **Judith Regan / CEO of Regan Arts Publishing**

Fee For Service

Traditional Media (TV, Radio, Print, Podcasts), plus The Second Opinion podcast and House Calls YouTube series, for Martin Pichinson and Sherwood: \$10,000 per month, all inclusive.

www.goldmanmccormick.com