



**Public Relations  
Council**  
of Greater Atlantic City  
P.O. Box 1871 • Atlantic City, NJ 08404

April 2003  
v1.0

*Next Meeting: Tuesday, April 29*

## **Atlantic County Executive Dennis Levinson Talks About New Tourism Initiatives**

Atlantic County has a number of new tourism initiatives, and is working closely with Cape May and Cumberland counties to promote the area. Want to learn more? Join us for lunch on Tuesday, April 29, as we welcome County Executive Dennis Levinson.

We will meet at Angelo's Fairmont Tavern, 2300 Fairmont Avenue, Atlantic City, N.J., where we'll enjoy a sumptuous Italian buffet.

Networking starts at 12 noon. The meeting and luncheon officially begin at 12:30 p.m. Cost is \$20 for members, \$30 for non-members.

**2 Easy Ways to RSVP (by Thursday, April 24)!**

***RSVP to Felicia Lowenstein at (609) 569-1060 or [Gr8tWriter@aol.com](mailto:Gr8tWriter@aol.com)***

## **The 12 Laws of Media Relations**

*The following laws were excerpted from an article by James Buchanan, Real-World PR. You can find the article in its entirety at [www.realworldpr.com](http://www.realworldpr.com).*

### **1. Every reporter is a key reporter.**

Reporters change jobs. Build a relationship with each one and you never know where that will find you.

### **2. Don't ignore online publications.**

Online publications are often looking

*(continued on page 2)*

## **Directory Update**

Our apologies to Allen Solovitz who was misrepresented in the PR Council Directory 2003. Please substitute the following listing for the one in the directory:

Allen Solovitz

President

Perceptive Marketers Agency

P.O. Box 3307

Margate, N.J. 08402

PH: 609-823-1247

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[allens@perceptivemarketers.com](mailto:allens@perceptivemarketers.com)

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**Public Relations Council, P.O. Box 1871, Atlantic City, NJ 08401**

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## The 12 Laws of Media Relations *(continued from page 1)*

for news. Many print publications have online versions. **3. Respect deadlines.** Reporters are in a critical, time-sensitive business. **4. Make/show your news to be newsworthy.** Try to lead with the “news.” **5. Humanize your quotes.** Try to find analogies that are broadly understood. **6. Know the publication and its target audience.** Do your research before pitching. **7. Think long-term.** Be a resource the media finds credible so they will come back to you. **8. Share your sources.** Make your clients and customers available. **9. Know your competition.** Know what they are saying about themselves and about you. **10. Follow up intelligently.** Don’t be a pest. Don’t call to find out if your release was received. Call if your release requires follow-up. **11. Prepare your releases according to the magazine’s requirements.** If in doubt, ask. **12. Be ethical.** Don’t compromise your core values for short term gains.

Source: <http://www.realworldpr.com/> or at [www.aboutpr.com/subpages/articles/media\\_relations.htm](http://www.aboutpr.com/subpages/articles/media_relations.htm)

## About Our Speaker

Atlantic County Executive Dennis Levinson is a “local boy”—an Atlantic City high school graduate, raised in Ventnor. Educated at what is now Rowan University, he earned a B.A. degree and subsequently taught history and civics.

Levinson began his career in government when he was elected Councilman in the City of Northfield. He then successfully campaigned for Atlantic County Freeholder at Large. He served four terms as an Atlantic County freeholder, and was elected by his peers as Freeholder Chairman. In November 1999, he was elected to Atlantic County Executive.

As County Executive, Levinson has established several key priorities. He has placed a great emphasis on streamlining county government and on improving constituent services. His First Response Emergency Defibrillator Program was the first of its kind in New Jersey. It has saved more than 15 lives since its inception.

He has also embarked on an aggressive highway intersection improvement program to ensure that Atlantic County’s roadways are safe and convenient to travel. One of his chief objectives is the development of improved north-south access in Atlantic County to provide a better linkage between the Black Horse and White Horse Pikes. He is also a leading advocate for regional tourism promotion in Atlantic County.

Levinson created a Municipal Open Space Partnership Program to enhance county and municipal efforts to develop parks, recreation and open space programs. Early in his first year, he established the Atlantic County Beautification Partnership Program, a public-private initiative to encourage area businesses to participate in improving the appearance of our roadways.

Throughout his career, Levinson has been involved in numerous civic and community activities and has received several awards for his service. These include the Salvation Army Community Builders Award, the American Red Cross Distinguished Service Award, the Four Chaplains Legion of Honor, the Greater Atlantic City Mainland Chamber of Commerce Mainlander of the Year, the Whitney Young Spirit of Scouting Award, the Christopher Columbus Man of the Year Award, the Paul Aiken Encore Award, the FDR Community Service Award and the 2003 New Jersey Governor’s Leadership Award for Tourism. He has also been honored by the Beren-JOAS of Atlantic County.

Levinson is married to the former Patirica Musarra, who is the proprietor of Patsy’s Margate Card Studio. They reside in Linwood and have three children, Matthew, 23, Nicholas, 20, and Sarah, 16.