

Next Meeting: Tuesday, November 26

Special Early Time: 12:15 p.m.

Assemblyman Nick Asselta

The Public Relations Council of Greater Atlantic City will present a special look at our State's governmental processes on Tuesday, November 26, as we welcome Assemblyman Nick Asselta. This veteran Southern New Jersey Assemblyman will talk about where New Jersey's economy is heading, with a definite bias toward the southern half of the state.

We will meet in the upstairs room at Angelo's Fairmont Tavern, 2300 Fairmont Avenue, Atlantic City, N.J.

The meeting will start early this month, to allow a preliminary discussion of plans to celebrate the 25th Anniversary of Gaming. (See article below.) Please make sure to arrive promptly. Networking starts at 12 noon. The meeting and luncheon officially begin at 12:15 p.m. Cost is \$20 for members, \$30 for non-members.

2 Easy Ways to RSVP (by November 22)!

RSVP to Maria Terpolilli at (609) 677-1010, ext. 15 or maria_terpolilli@cable.comcast.com

25th Anniversary of Gaming: Pre-Meeting Talk

The Officers of the Public Relations Council of Greater Atlantic City recognize the need to work proactively with state and local agencies and organizations on celebrating our region and the 25th anniversary of gaming in New Jersey. We'll be announcing our preliminary plans at the November 26th meeting. Then, we'll open the floor for discussion. Plans will be presented at 12:15 p.m., prior to lunch. The networking portion will precede the talk starting at 12 noon.

Hold the Date!

The annual PR Council holiday party will be held on Tuesday, December 10, at the Smithville Inn. Look for more information in the December newsletter.

Quotable Quotes "Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."

- George Lois

Public Relations Council, P.O. Box 1871, Atlantic City, NJ 08404

About Our Speaker: Assemblyman Nick Asselta

A full-time legislator, Assemblyman Nick Asselta has been an advocate for southern New Jersey for many years. Currently representing Legislative District 1, Asselta serves on the Tourism & Gaming and State Government legislative service committees. He is also a member of the NJ Council on the Arts and the General Assembly, and a past member of the Vineland Planning Board and the Vineland Environmental Commission.

Creating News Where None Existed

By Diane Hughes

Aren't you tired of hearing how extremely easy it is to get free publicity? Have you tried the suggestions that most public relations "gurus" give you? The hard, cold truth of the matter is that you cannot write a press release about any old aspect of your business and have it end up on the home page of the *Fortune* Small Business Web site. It just doesn't work that way. So how does it work, and what do you do if you need publicity but have nothing newsworthy to share? There's another truth to publicity. You can create it if you need to, and it's not that hard to do. Let me offer you useable suggestions that you can implement in order to gain some free exposure for your small business.

- **Offer a Donation to a Worthy Cause.** One woman (a business coach) gave two scholarships to a local community college that catered to the underprivileged. She included two months of free business-building coaching services for qualified applicants at the school. She set forth the criteria with the help of the college, and decided on how to choose the scholarship winners.
- **Relate Your Product or Service to a Local or National News Event.** Take, for example, two of the troubling problems the media was covering before Sept. 11: the drastic upswing in unemployment (especially in high-tech fields) and the California energy crisis. If your product or service can somehow offer a solution (even a small one) to one of these two dilemmas, you stand a great chance of getting some publicity.
- **Get In Line with Seasonal Events.** The change in seasons always makes the news. In the summer, you'll find stories on safe vacation travel or the best airline deals. At the end of the year there is always coverage pertaining to New Year's Resolutions and how to keep them. Fall is generally a great time for gardening-type businesses to remind everyone to plant now so their yards will look fabulous come springtime.

Above all, use your imagination. Pay attention to the newspapers, television news and magazines. Notice the types of stories they cover and then write a release that falls in line. You will soon be able to create news where none previously existed and gain some free exposure for yourself in the process.

Excerpted from internetprguide.com.