



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

January 2004

Tuesday, January 27, 2004

An Inside Look at Governmental Relations with Assemblyman Frank Blee

Meet Assemblyman Frank Blee at the next PR Council luncheon on Tuesday, January 27, 2004! Blee will be sharing how our members can address the topic of governmental relations and how lobbyists and political action committees interact with elected government officials to help influence legislation.

We will meet at Angelo's Fairmont Tavern in Atlantic City for a wonderful Italian buffet! Cost is \$20 for members and \$30 for guests. Due to the late distribution of this newsletter, the RSVP time is drastically reduced. We offer our apologies!

RSVPs are required by Friday, January 23.

2 Easy Ways to RSVP to Maria Terpolilli:

maria_terpolilli@cable.comcast.com or (609) 677-1010, ext. 15

About Frank Blee

Representing the second legislative district in Atlantic County, Assemblyman Frank Blee has been a "mover and shaker" in politics since his first public service position on the Absecon City Council. There, he eventually served as the youngest Council President ever.

Since then, his political career has been long and varied. He has served in the New Jersey General Assembly and on the Assembly Appropriations Committee, the Assembly Health Committee and the Assembly Task Force on School District Regionalization. Blee has served on the New Jersey Commission on Capital Budgeting and Planning, the Budget Committee, the Assembly Health Committee and as a member of both the New Jersey Commission on Capital Budgeting and Planning and the Casino Revenue Fund Advisory Commission. He has fought for higher education, children's healthcare, and the nation's first statewide screening and education program for the hepatitis C virus—among other initiatives.

His awards are too numerous to recount in this brief space. Blee has been recognized by the Richard Stockton College of New Jersey for his support of higher education and has received the Hall of Fame Award from the New Jersey Association of Gifted Children. He has been recognized by the Coalition of Children and Family Services for making significant contributions to improving the well being of children and families in New Jersey. He also is the recipient of the "Legislator of the Year" award—and many, many others.

Blee is a life-long resident of Absecon, New Jersey. He and his wife Kathy have two daughters. He has operated a private chiropractic practice in Absecon since 1985.

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

PRSA Holds Teleseminars

If you're interested in continuing education in PR, but don't have the time to spend away from the office, consider PRSA's Teleseminars. These are telephone conference calls, usually of an hour's duration, on specific PR topics. You only need to pay for one registration, and can have several staffers sit in on the call.

Registration is typically \$150 for members and \$250 for nonmembers. For more information, go to www.prsa.org and look under "Professional Development Seminars" or call (212) 460-1480. In addition to telephone conferences, there also are e-learning opportunities.

2003's Top 10 PR Blunders

Each year, Fineman PR releases its top PR blunders list, as a way to call attention to the fine art of PR. The company's management states, "We chose to focus on blunders because the news media, after all, is not known for its interest in covering good deeds. So, by giving entertaining and illustrative examples of poor public relations, we believe we are more apt to bring awareness to the topic generally." Following is the list of the top PR blunders for 2004.

1. A media company that should be fighting for the First Amendment (freedom of speech) is actually undermining it. Television network Fox News sued liberal satirist Al Franken for his comments against the network in his new book. The resulting PR pumped up sales of the book!
2. John Poindexter, Information Awareness Officer for the Pentagon, thought it would be a good idea to let Americans bet on the probability of terrorist attacks abroad. Theoretically terrorists planning such attacks stood to make a lot of money on that bet! The resulting PR caused the program to be canned and Poindexter to resign.
3. The media had a "Roman holiday" with the video of the Sardinian birthday bash for the wife of former Tyco CEO Dennis Kozlowski. Kozlowski was on trial for allegedly indulging at shareholder expense.
4. Instead of acknowledging that sleeping with young children is not acceptable, Michael Jackson gave the impression that his superstar status allowed him to rise above the norm.
5. The Dixie Chicks forgot their audience—most namely Americans—when the lead singer announced her shame at President Bush being from their home state.
6. American Airlines CEO Donald Carty called for union concessions to keep the airline out of bankruptcy at the same time he initiated a secret bonus plan for executives. Did he think no one would find out?
7. It's no wonder the media came down on Kentucky Fried Chicken, when they made the ludicrous claim that fried chicken could be part of a healthier diet.
8. Black leaders weren't laughing at Ghettoopoly, the newest version of Monopoly. There's no way the game could be marketed without being racist, they said.
9. When it was announced that Richard Grasso, chairman of the NY Stock Exchange, was making \$140 million, people weren't happy. Instead of defusing the crisis, Grasso stonewalled the press and tried to minimize the fuss.
10. When complaints rose about SiteFinder, a new tool to help Internet surfers find web addresses, the company Verisign made a PR blunder. Verisign controls the dotcom and dotnet databases and was redirecting users to a Verisign site with paid advertisements. Instead of admitting it, the company went into denial. Now that's not good PR!