



# Public Relations Council of Greater Atlantic City

Member Newsletter – January, 2005

## Program Update

### **January, 2006: Maximize the Lifetime and Power of your News Releases**

A press release that takes hours to write could have a shelf life of five seconds in the hands of a fickle reporter. Learn how to using the Internet along with traditional media to get your news into the hands of the trades and the public. Lee Marshall, Business Wire director and regional manager and past president of the Philadelphia Chapter of the Public Relations Society of America (PRSA) will offer strategies for preparing web-friendly releases, selecting appropriate targets, and documenting the results.



*About the speaker: Lee Marshall is the Vice President, Industry Alliances and Mid-Atlantic Regional Manager for Business Wire, responsible for national industry alliances in public and investor relations fields and the sales and operations for the Mid-Atlantic Region. He has been with Business Wire for over ten years. Prior to Business Wire he worked in the technology side of the PR business at various firms including NewsEdge. He is the current Chairman of the Public Relations Society of America (PRSA) Mid-Atlantic District and a past president of the PRSA Philadelphia chapter for which he also continues to serve on the board. He has significant experience in public relations, investor relations, corporate communications and electronic news dissemination. He is also serves on the National Investor Relations Institute (NIRI) board of the Philadelphia Chapter and is a two term past president. He also holds positions in several other investor relations and public relations professional organizations. He has presented and moderated many panel discussions with very high feedback for PRSA, NIRI, BIO, CASE II and IABC on topics including: Technology and the impact on Public Relations, Crisis Communications, Media, Financial Analysts, Perspectives and Expectations of Senior Management.*

**Tuesday, January 31<sup>st</sup>, 2006, Noon-2pm**

**Angelo's Fairmount Tavern, Atlantic City**

**Cost: \$20 members, \$30 nonmembers**

**RSVP – no later than January 24<sup>th</sup> to [maria\\_terpolilli@cable.comcast.com](mailto:maria_terpolilli@cable.comcast.com)**

## In the works

Program themes for 2006 include an event planning panel, Crisis PR, an update on The Pier at Caesars, and a meeting at Careme's Restaurant of Atlantic Cape Community College. Do YOU have a speaker/program idea that you think would benefit our members? E-mail Felicia Lowenstein Niven at [Gr8tWriter@aol.com](mailto:Gr8tWriter@aol.com).

## We Need Your Help

Did you know the PR Council is an organization entirely run by volunteers. There's no office and no secretary...just a board of officers who are committed to providing valuable networking and educational opportunities for our members. Presently, the President and Treasurer positions are vacant. The President simply ensures the other officers (PR, Newsletter, Programs, etc.) are doing their jobs and calls for officer breakfast meetings a few times a year to "regroup the group." The Treasurer keeps the checkbook and manages council finances. Pretty easy, considering we write, on average, one check each month. If you are interested, contact any one of our officers: Karen Aarons, Ralph Cooper, Felicia Lowenstein Niven, Jamie Mulholland, Walt Murphy, or Maria Terpolilli.

## Member Spotlight/Quick Questions With...

**Alyce Parker**

**Director of Public Affairs**

**Harrah's, Caesars, Bally's and Showboat**

**1. What is your greatest challenge at work?** Greatest challenge is to make the transition from owning my own small pr firm during the last nine years to heading up media relations for four casino properties all with a different name and different marketing focus since the merger of Harrah's Entertainment and Caesars Entertainment.

**2. What was one of your greatest professional successes this past year?** My greatest professional success was being asked by Harrah's Entertainment to rejoin the company.

**3. What personal hobby or activity do you look forward to when you're not at work?** My favorite activity outside of work is to watch the Food Network on television, though, I do not consider myself a culinary expert by any means. I also love to sit on the jersey beach and listen to the ocean.

**4. What's a good professional development tip you have for your fellow members?** Keep open communications with those you serve. In the gaming public relations business there are many departments and each have a media relations need.

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*The Public Relations Council of Greater Atlantic City was founded in 1978 by area newsmen and public relations professionals. During the initial years of the Council, the public relations business was in its infancy as a profession in Atlantic City. Newsmen and PR professionals worked together at a time when as many as three or four newspapers in a market would do almost anything to get an "exclusive story." As Atlantic City began its first "boom," an increasingly professional public relations business began to emerge, and the Public Relations Council grew to represent all levels of the profession, from publicists to corporate communications specialists, to advertising and graphic arts professionals. Today, the Council hosts monthly meetings for professional development, on topics such as writing, marketing, government relations, crisis management, photography, media relations, and more. Membership is open to anyone in the business community. For more information, contact Karen Aarons at [kaarons@accva.com](mailto:kaarons@accva.com)*