



**Public Relations
Council**
of Greater Atlantic City

P.O. Box 1871 • Atlantic City, NJ 08404

September / October 2004

Next Meeting: Tuesday, October 26, 2004

Scott Speirs of Comcast Spotlight and the Changing Face of Cable TV

Join us on Tuesday, October 26, as Scott Speirs of Comcast Spotlight shares his unique insights on the changing face of cable television and its many opportunities. He'll share with us how to make our organizations heard and seen on households throughout the region and how we can use cable to support our marketing strategies.

We will meet at Angelo's Fairmont Tavern for a sumptuous Italian buffet lunch. Networking begins at 12 noon, and lunch is at 12:30 p.m. Members are \$20 and guests are \$30.

Angelo's Fairmont Tavern is located at 2300 Fairmont Avenue in Atlantic City.

RSVP by Thursday, October 21 to Maria Terpolilli:

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

About Our Speaker

Scott Speirs is local sales manager, Southern Jersey Shore Region, for Comcast Spotlight, the ad sales division of Comcast Cable. He began managing cable TV sales in July 1997. Winning both the Comcast Gold Medallion Award and the Award of Distinction, Speirs continues to help local business owners grow their enterprises with cable television advertising.

"The key to growth in this New Jersey market has been the commitment and creation of cost-effective advertising strategies for each client," said Speirs. He is leading the corporate effort to support the foundation and execution of various Jersey Shore Tourism marketing campaigns.

Comcast Cable is a leading communications, media and entertainment company with a national footprint, serving 72 of the nation's 210 DMAs. The Jersey shore office oversees businesses located in Atlantic, Cape May and Cumberland counties.

Introducing the 2004-2005 Slate of Officers

President:	Geoffrey R. Pettifer, Atlantic Cape Community College
VP, Communications:	Felicia Lowenstein, Writing Solutions
VP, Membership:	Karen Aarons, Atlantic City Convention & Visitors Authority
VP, Operations:	Maria Terpolilli, Comcast Advertising Sales
VP, Programs:	Jamie Mulholland, Cooper Levenson, Attorneys at Law
PR & President Emeritus:	Walter J. Murphy, Walter J. Murphy Associates

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

Join the Scholarship Committee

We need volunteers to serve on the PR Council Scholarship Committee. Our goal is to put together a scholarship for communications students. Please contact Ginny Lyon at glyon@pressofac.com if you can help.

10 Ways to Anger an Editor

1. Drive the release over yourself. Unless you have a good relationship with the editor and he's not too busy to see you, don't even consider doing it.
2. Write a release that is excessively long.
3. Give your release to five or more editors and reporters at the same news outlet (especially without telling them).
4. Quietly mention that your client is a major advertiser.
5. Ask for copies of the story before it runs.
6. Ask the editor to use your release word-for-word.
7. Attach a personal note if you don't know them.
8. Send your release in a big fancy package to command attention.
9. Call the editor and read the release to them over the phone.
10. Send huge photo attachments when emailing a release—especially unsolicited.
 - ✓ This list was excerpted from <http://www.prmadeeasy.com/freeforall/media-pitch.asp>. Visit the site for the full text and information on the authors.

How Do I Find the “News” in My Business?

As PR practitioners, we are constantly searching for ways to place our companies, and clients, in the media. Discovering that all important “news hook” can sometimes be challenging.

Following are some tips to help you take a fresh look at potential news about your business.

- What is unique about your company? Its services?
- How many years has your company been in business? Is this an anniversary year?
- What is happening at your company now that wasn't happening last year, or last decade? What is planned for the future?
- What type of impact does your company have on the community? In what way?
- Does your company provide any giveaways, free advice or other not-for-profit services to the public?
- Does your company provide a product or service related to “something” already being covered in the news?
- Is your company spokesperson especially qualified to comment on a news event or industry trend? Predict future trends?
- Does your company offer employees any special benefits (e.g. childcare, job sharing, karate instruction during lunch, etc.)?
- Has your company won an award? If not, what award competitions might be appropriate for your company to enter?
 - ✓ Remember to think like a reporter, and pitch a story—not an ad!