



*Public Relations
Council*

of Greater Atlantic City

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

June 2003

v1.0

Next Meeting: Tuesday, June 24

“Meet the Editors” Panel

If you’ve always wanted to know the “inside scoop” about summer event calendars at the shore, you won’t want to miss June’s PR Council meeting. Join us on Tuesday, June 24, as we are joined by three top editors of publications which produce summer sections—Mark Melhorn of the Press of Atlantic City, Mike Epifanio of the Atlantic City Weekly, and Dan Klein of Dan Klein’s South Jersey Insider Magazine. They’ll be discussing their summer event calendars, and will be open to questions on a variety of topics!

We will meet at Angelo’s Fairmont Tavern in Atlantic City. 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, June 19)!

RSVP to Maria Terpolilli at (609) 677-1010 or maria_terpolilli@cablenet.com.

About Our Speakers

Mark Melhorn has been with the *Press of Atlantic City* for 10 years, and in his current position as editor of *At the Shore*, the paper’s weekend entertainment section, for seven years. He’s also worked as a copy editor for *The Press*, and as a staff writer in the paper’s Ocean County bureau.

Michael Epifanio has been Editor of *Atlantic City Magazine*, *Shorecast*, and several other custom and proprietary publications while employed by South Jersey Publishing Co. He also served as the Managing Editor of Casino Journal Publishing Group, publisher of *Casino Player* and *Casino Journal*. He was appointed editor of *Atlantic City Weekly* (formerly *Whoot Weekly*) in April 2003. In addition to his media experience, Michael also has worked as Director of Marketing Services for Smith O’Keefe & Associates, and for Camanco Communications Inc.

Dan Klein is publisher of Dan Klein’s South Jersey Insider Magazine, a monthly magazine distributed throughout South Jersey and parts of North Jersey, Delaware, Philadelphia and New York. Dan’s media timeline encompasses over 25 years of advertising and marketing experience. His publication has received kudos from the New Jersey Office of Travel and Tourism as well as numerous visitor travel center counselors, and thousands of visitors and residents, on the completeness of the monthly information package. Dan is also host of a weekly radio show by the same name heard each Saturday from 1:15 p.m. to 4 p.m. on NewsTalk 1400 AM—Radio you can depend on.

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

Common PR Mistakes

We all make mistakes. Let's hope, though, that they don't fall into the following categories, which were described on a PR Guide Website known as "Monkey in a Box. This article was reprinted in its entirety from www.monkeyinabox.com.

1. Not updating the mailing list

Outdated mailing lists are a standing joke in many newsrooms where staff post the most outrageous envelopes on the bulletin board for all to see.

2. Sending the only copy addressed by name

For news releases, always send a copy addressed by title to the news desk or whatever other desk or department you wish to inform about your release.

3. Unnecessary faxing

The release could be on one page, since there is need to send both languages to English only media. There's also no need for a cover page.

4. Dealing with the wrong department

One of the sure ways to raise the hackles of a reporter or editor is to suggest that buying an ad somehow entitles you to favorable coverage. If you're buying advertising, it is probably counter productive to ask your ad salesperson for help with the news side.

5. Not providing contact name and number, or not putting on an evening number

Be sure to tell them who to call and how to get a hold of them.

6. Not being available for interviews

Often a name will be placed on a news release without much thought as to the activities planned for the day the release hits the news media.

7. Burying the lead

Most editors give a news release only a few seconds before deciding whether to throw it away. That means you should tell them the news in the first sentence.

8. Not putting any news in the news release

If you can't find any news to put in that first sentence, this might be a tip-off that you should rethink the idea of issuing a news release in the first place.

9. Holding a news conference with no news

Worse than issuing a news release with no news is the idea of holding a news conference with no news.

10. Asking if the item ran

By asking if the story ran, you're telling the organization that you don't read their publication or listen to their station.