



*Public Relations
Council*

of Greater Atlantic City

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

September 2003

v1.0

Meeting: Tuesday, September 30

“PR Is More Than Just News Releases”

Meet Anne Sceia Klein, founder and president of Anne Klein & Associates, and author of a recent column, “PR Is More Than Just News Releases.” Anne will provide a glimpse into governmental relations, community relations, crisis communications, special events, pro bono work, and more.

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, September 25)!

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

About Our Speaker: Anne Sceia Klein, APR

Anne Sceia Klein is the founder and president of Anne Klein & Associates, the Philadelphia region's leading independent public relations firm. With more than 35 years of public relations and marketing communications experience in corporations, financial institutions, not-for-profit organizations and agencies, she is a nationally recognized public relations counselor and strategic planner. She lectures frequently on all facets of public relations, especially crisis and environmental communications, community relations and media relations.

In 1991, she was elected to membership in the distinguished College of Fellows of the Public Relations Society of America (PRSA), in only the second year of the College's existence. That same year, she was named Small Business Person of the Year by the Chamber of Commerce of Southern New Jersey. In 1993 she was named a Woman of Achievement by Kappa Delta, a national collegiate sorority. The Philadelphia chapter of Women in Communications honored her in 1998 with its highest honor, the Sarah Award, for her creativity and professional achievements.

Anne Klein's public relations programs have won numerous awards for excellence throughout her career, including PRSA's Silver Anvil Award of Excellence, more than two dozen Peppercorn Awards from the Philadelphia chapter of the PRSA, ten Pyramid Awards from the New Jersey chapter of the PRSA, eight Berny Awards from the Public Relations Professionals of Southern New Jersey, and six Jasper Awards from the Jersey Shore Advertising and Public Relations Association.

A graduate of The Wharton School of the University of Pennsylvania with a bachelor's degree in economics and major in marketing, Ms. Klein served as a member of the executive committee of the Class of '64, and is a member of The Wharton Club. She received her master's degree in communications from Penn's Annenberg School.

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

Job Opportunities

Tropicana Casino & Resort is seeking a *PR Manager*. The ideal candidate will have 3-5 years experience in public relations, outstanding media contacts, and the ability to multi-task. Tropicana is about to launch a \$245 million dining, entertainment, shopping and spa project called The Quarter. This is an exciting opportunity for someone to be involved in this launch project.

The **Cherry Hill law firm of Flaster/Greenberg P.C.** is seeking a full-time *Marketing/Public Relations Coordinator*. Job qualifications include:

- Undergraduate college degree in business-related field preferred. Degree in journalism, public relations or communications is desired. Relevant experience may be substituted for degree.
- At least 5 years marketing/PR experience
- Knowledge of word processing (MS Word), Powerpoint, databases, e-mail and Internet

Job responsibilities include:

- Editing practice group newsletters, client alerts and practice area descriptions
- Writing press releases and photo captions publicizing newsworthy firm activities
- Copy writing for collateral materials
- Active pursuit of bylined articles and being alert to editorial/publicity opportunities
- Attend and help coordinate attorney seminars, roundtables, firm-sponsored events and parties, including writing and production of flyers, invitations and ads
- Build a database of proposal materials for RFPs (Requests for Proposals)
- Travel to satellite offices and other activities within NJ and the Delaware Valley

Please submit your resume and a cover letter indicating your salary requirements to: JoAnn Nevins, Human Resources Manager, Flaster/Greenberg P.C., 1810 Chapel Avenue West, Cherry Hill, NJ 08002, (856) 382-2232, Fax: (856) 661-1919, E-mail: Joann.nevins@flastergreenberg.com.

How To Stand Out in A Crowded Job Market

There are so many talented PR, marketing and advertising professionals out there. How can you compete in such a crowded job market? Following are some tips to put you head and shoulders above the crowd.

- Assess your experience. Find the qualities that set you apart from the competition. Sell them in your cover letter.
- Target companies that are the best fit for your experience. They will be an easier “sell.”
- Review your list of networking contacts. A well-placed word from a company employee can move your resume to the top of the pile.
- Don’t just make an impression. Make a long-lasting one. Research as much as you can about your interviewer as well as the company. Try to connect with your interviewer. If the interview becomes more of a dialogue, you will be remembered.
- Avoid gimmicks like gift giving or putting your resume on shocking pink paper. You don’t want to be denied an opportunity because you don’t fit in. Research the corporate culture and present yourself accordingly—and always professionally.
- If all else fails, expand your geographic reach. Try smaller markets where the competition is less. You could emerge as the strongest candidate.