



January 2003

Next Meeting: Tuesday, January 21 ~ ~ Special Meeting Date—3rd Tuesday!

Everything You Need to Know to... ...Watch the Super Bowl

The Public Relations Council of Greater Atlantic City will host a lighthearted meeting on January 21, by bringing in NFL Official Jim Kearney who will prepare members on “Everything You Need to Know to Watch the Super Bowl.” Kearney will give an overview of the game of football, the rules, and the officials, as well as share anecdotes from his career in the National Football League.

We will meet at Angelo’s Fairmont Tavern, 2300 Fairmont Avenue, Atlantic City, N.J., in the upstairs room.

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, January 16)!

RSVP to Maria Terpolilli at (609) 677-1010, ext. 15 or maria_terpolilli@cable.comcast.com

About Our Speaker: Jim Kearney

Jim Kearney, 69, began his officiating career in 1959. He worked his way through the ranks from junior high school, high school, and college games, eventually serving as Commissioner of the Philadelphia Catholic High School Football League from 1968-1978. In 1978, he joined the ranks of the NFL, serving as a Back Judge in the league—one of the first officials to be assigned a triple digit number. He worked as a Back Judge through 1994, and today remains an observer and scout for the NFL.

Kearney resides in Springfield, PA, with his wife, Regina. He still finds plenty of time outside of his NFL responsibilities to visit with his five daughters and 17 grandchildren around the Delaware Valley.

Got a Good Media Contact?

The PR Council is putting together a media panel for an upcoming meeting. Get your “wish list” ideas to Dave Delaney at Dshoretalk@aol.com or Ginny Lyon at glyon@pressofac.com. If you have a media contact that you can provide, or an extra good relationship with a reporter or editor, let us know.

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

Make a Fact Sheet Out of That!

Imagine doing PR for the Super Bowl. You might be tempted to create interest in the long history of fascinating facts for the game. This is what one reporter was able to research in just about five minutes on the Web.

- A ticket for Super Bowl XXXV costs 27 times more than the highest-priced ticket at Super Bowl I.
- The going rate for 30-seconds of Super Bowl ad time is \$2.3 million -- about \$77,000 a second.
- The winner of the very first Super Bowl was the Green Bay Packers in the year 1967.
- Economic impact to the host city: Super Bowl XXXIV generated a total economic impact on the state of Georgia of \$292 million, according to a study by Georgia State University of Atlanta, Georgia.
- No NFL team which plays its home games in a domed stadium has ever won a Super Bowl, until the St. Louis Rams in 2000.
- The Super Bowl, which consistently draws ratings above 40, had its lowest rating during Super Bowl III.

Found on the Web...the Impact of Advertising

Is it worth it to spend millions of dollars on a Super Bowl ad? Perhaps, if your response is anything like the following. This statement appeared on an Internet message board. Neither the author or the company were identified.

“I was involved with a Super Bowl ad that ran in the fourth quarter of a boring game that was long over. Our 30-second ad carried no phone number and no call to action. Still, we logged over 2,000 calls that hour to our telemarketing center and we got coverage the next day in USA Today the Wall Street Journal and many others.”

“Sure, some people go to the bathroom during the breaks, but many more watch the game AND the ads during Super Bowl.”

Super Web Site...Check out www.superbowl.com, the official site of Super Bowl XXXV11. You can vote for Most Valuable Player, get party planning tips, and even win a trip to the Super Bowl!

...and a Quotable Quote “Football features two of the worst aspects of American life, violence and committee meetings.” –George Will

Update Your E-Mail! Jane Christy’s correct e-mail address is jane.christy@verizon.net.