



**Public Relations
Council**
of Greater Atlantic City

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

January 2005

Next Meeting - Tuesday, January 25, 2005

The Fine Art of Branding

Join us on Tuesday, January 25, as Denise Anderson of The Richard Stockton College of NJ delivers a program on branding. Her talk will include both course materials and examples of branding issues currently featured in the media. The presentation will also cover her role as the Vice President of Branding for United Way of Central Jersey.

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 Friday, January 21 to Maria Terpolilli:

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

About Our Speaker

Denise Anderson, Ph.D. is an assistant professor of Communication at The Richard Stockton College of New Jersey. Her contributions to Stockton have been varied and plentiful. In her current position, she has:

- Developed and strengthened the curriculum in the areas of Public Relations, Advertising and Media Writing;
- Initiated, created and taught senior seminars in Political Communication and Corporate Communication, and a freshman seminar in Mass Media and Government;
- Restructured, modified and taught a general studies course in Mass Communication, introducing the field to a variety of majors
- Initiated and developed a three-part series in Public Relations which she will teach in the newly created Professional Development and Continuing Education program at Stockton.

Anderson also serves on the Stockton College Graduate Studies Task Force, the Academic Affairs Grades and Standing Committee and the Faculty Assembly Academic Policy and Program Standing Committee. She is a member of the Odyssey Project team working with Stockton faculty, *The New York Times* and Absecon High School to develop curriculum and teaching techniques to enrich the senior year for high school students.

Quotable Quotes

"Wherever you see a successful business, someone once made a courageous decision."

- Peter F. Drucker

"Don't pay any attention to what they write about you. Just measure it in inches."

- Andy Warhol

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The Value of A Good Pitch

Many of us pitch “soft” news stories which require a bit of a sell to interest an editor or reporter. And while press releases are the standard format with which many of us communicate that story, they may not be ideal for a soft news pitch. Next time, consider sending a pitch letter instead.

After all, editors don’t need us to write their story—and rarely use our press releases verbatim anyway. What they do need is for us to point them in the direction of a good story, and a pitch letter is ideal. Once you get the editor interested, then you fact sheets that will land your company spokesperson an interview.

But don’t just write any pitch letter. Make sure it’s a powerful one. Here are some tips to get started.

- Explain your premise right away. Don’t hide it in the text of the letter.
- Make sure your premise is short. One or two sentences are ideal since editors are extremely busy people.
- Tell why the story is newsworthy. If possible, connect it to current events, the beginning of a trend, a time of the year, etc.
- Keep it short. Letters which are 350 words and under get read. Letters that are longer than a page do not.
- Include your email address with a link to a backgrounder, bios, etc. to give the editor a chance to take the next step. Include your phone number too!

Public Relations “Gaffs”

Cultural differences are at the root of some of the legendary PR and marketing gaffs. Read on, as a reminder to do your research before starting any type of campaign with an international focus!

“Pepsodent tried to sell its toothpaste in Southeast Asia by emphasizing that it ‘whitens your teeth.’ They found out that the local natives chew betel nuts to blacken their teeth because they found it attractive. No wonder the campaign failed.” (Neil Payne, Public Relations Across Cultures)

“The airline UAL headlined an article about Paul Hogan, star of Crocodile Dundee, with, ‘Paul Hogan Cams It Up’ which unfortunately in the UK and Australia is slang for ‘flaunting homosexuality.’ (Neil Payne, Public Relations Across Cultures)

“Proctor & Gamble had international success with an advertising campaign for its Camay facial soap in which men directly compliment women for their beautiful complexions. When Proctor and Gamble used this same campaign to launch its Camay brand in Japan; however, their campaign failed miserably. The Japanese consider such direct compliments socially inappropriate.” (Bell and Williams, 7)

“When advertising in Poland and Russia, the telephone company, AT&T, learned it had to change its American “thumbs up” gesture, as this gesture has an offensive meaning in these countries.” (Bell and Williams, 10)