



**Public Relations
Council**
of Greater Atlantic City

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

October 2003

V1.0

Next Meeting: Tuesday, October 28

Atlantic City's Sesquicentennial!

When March rolls around, Atlantic City will have 150 candles on her birthday cake! At the October luncheon, you'll have the chance to meet the committee that is planning the Sesquicentennial celebration. Plans will be presented by Kenneth J. Calembo, Jr., Director of Administration, Cooper Levenson, and treasurer of the committee.

We will meet at Rifici's Ristorante, 308 White Horse Pike in Absecon. 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.

Menu Selection

Choice of Broiled Swordfish or Chicken Francais

2 Easy Ways to RSVP (by Thursday, October 23)!

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

Job Opportunities: Legal Marketing/Comms.

Law Firm Communications Specialist, \$50,000-\$75,000

Support the firm's marketing program nationally and internationally by writing materials that effectively communicate the firm's capabilities, services and solutions for our clients. Assist in concept and implementation of results-oriented marketing program, including interfacing with attorneys. The ideal candidate will have at least 5-7 years experience writing marketing copy for professional services firms and expertise writing for the legal industry. An undergraduate degree, preferably in English, journalism or communications, is required.

Law Firm Media Relations Manager, \$115,000-\$135,000 plus bonus

Serve as leader of firm's communications with the media, the community and trade associations. Create and implement a coordinated, sustained media/public relations effort that will aggressively promote the branding and business initiatives of the firm in both domestic and international markets. Conduct media training of partners. Establish ongoing metrics and feedback loops with partners to evaluate success of internal and external media programs.

Ideal candidate will have a minimum of 10-12 years of demonstrated success in a media relations, communications and advertising role, and a formal degree in journalism, communications or a related area. Knowledge of the legal field, and an existing network of media contacts is highly important. Travel to other offices is required for this position.

Both positions are based in Philadelphia, PA.

Contact: Carolyn Muszynski, President/CEO, Carnegie Management Associates, 1757 N. Paulina Suite I, Chicago, IL 60622, email: carolynm_cma@msn.com.

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

A Public Relations Refresher: How to Get Press

It's not always easy to get the attention of reporters and editors who receive hundreds of PR pitches a week. Here's a short list of approaches to take that will enhance your chances. Whether you try one, or try them all, remember to target the reporters and editors who typically cover your type of story.

- Track the popular trends and issues. If your company fits in with them, or has the expertise to comment on them, it may be worthy of a release, or a pitch call.
- Note upcoming holidays and landmarks (e.g. end of the year). The media will always do stories at this time, focusing on those events. Perhaps your company can offer a retrospective for the New Year, a list of gifts for the holiday season, or another topical seasonal story idea. Remember, too, that holidays are usually slow news days—not a bad time to release your own news to increase chances of coverage!
- Get the mayor to issue a special proclamation related to your industry or cause. Create an event, or at least a release, around that.
- Don't underestimate the power of a letter to the editor. This is one of the most well-read sections of the paper.
- Reporters often tell stories with pictures. Pitch the visual as well as the story content when you call. (This is especially helpful with television media.) If you don't have a visual in mind, try to create one.
- Make your announcement unique. Add a touch of celebrity. Create a huge version of something typically small (such as a giant postcard). Make the ribbon from the ribbon-cutting out of something unusual. Create something compelling for the media to cover.
- Give away freebies or donate to a charity. Perform a public service. A good corporate neighbor can make a good news story.
- Network. Tie into other organizations. The greater the voice, the greater the impact on the community, and the greater the chance for news coverage.

PR Salaries and Job Outlook

According to the Department of Labor, “employment of public relations specialists is expected to increase much faster than the average for all occupations through 2010. The need for good public relations in an increasingly competitive business environment should spur demand for public relations specialists in organizations of all sizes.” The Department reported that median annual earnings for salaried public relations specialists were \$39,580 in 2000. The middle 50 percent earned between \$29,610 and \$53,620; the lowest 10 percent earned less than \$22,780, and the top 10 percent earned more than \$70,480. Median annual earnings in the industries employing the largest numbers of public relations specialists in 2000 were:

Management and public relations	\$43,690
Local government	40,760
State government	39,560
Colleges and universities	35,080

According to a joint survey conducted by the International Association of Business Communicators and the Public Relations Society of America, the median annual income for a public relations specialist was \$39,000 in 1999.