



Public Relations Council of Greater Atlantic City

Member Newsletter – January 2007

Program Update

This month: A Look Behind the Scenes in Broadcast Journalism!

This month, we will enjoy a special behind the scenes+peek into TV and radio journalism. Our speakers are the first lady of talk radio, Barbara Altman, from Barbara Altman's Front Porch, on WOND Radio, and Lisa Johnson, Vice President of Public and Media Relations, Masterpiece Advertising, who is a former anchor with the CBS-TV affiliate in Las Vegas, NV, NBC-TV 40 in Atlantic City and former director of brand marketing for The Venetian Hotel in Las Vegas.

Tuesday, January 30th

Noon-2pm

Polistina's Italian Ristorante, Harrah's Atlantic City

Cost: \$25 members, \$35 nonmembers WITH RSVP by January 26th

\$35 members, \$45 nonmembers AT THE DOOR with NO RSVP

RSVP to maria_terpolilli@cable.comcast.com

PLEASE NOTE: Because the PR Council must pay for the head count we provide prior to our meetings, if you respond "yes," but are a "no show" at the lunch, we have no choice but to forward a bill for the fee paid on your behalf.

2007: Some FANTASTIC programs are on the way!

Thanks to member feedback, we have a number of great programming ideas that will be presented in 2007! We are targeting these programs for scheduling February through June (actual month depends on speaker and facility availability):

Charitable Marketing and PR (*panel discussion*)

The foundations of starting and managing a charity and the many details associated with marketing, PR and event management that make or break a nonprofit.

Meet the Media (*panel discussion*)

A popular panel we host regularly so you can meet and hear directly from the editors and journalists, who give you insight and air in area trades and newspapers.

Time Management

Making the most of a schedule that can sometimes be s-t-r-e-c-h-e-d to the limit!

Webcasting

Using the internet as a transmission medium for programming to a very targeted . or very vast . audience to benefit your marketing efforts.

How to 'click' with your photographer (*panel discussion*)

Digital or film? Should . or can . you own the photos from your assignment? What is a fair price for their time and creativity and the product you receive? Our panel of some of the best sets of eyes in the area will share their expertise and take your questions as to getting the most from your shutter sessions?

PR Council Ideabox: What is YOUR Must Read+ recommendation for members?

Many of us have a small selection of books (or even just one book) that we consider to be a “must read” for professional success (or sanity). In our 2006 member spotlights, here are some of the recommendations we heard about from our fellow members:

*“One of my favorite books is **Where the Suckers Moon** by Randall Rothenberg. It's about the relationship between Subaru and Wieden & Kennedy, the agency that produced the Nike "Just Do It" campaign. The book covers the agency search process, and it's quite interesting to see what clients notice and what's important to them when they're interviewing various firms. Subaru falls in love with Wieden & Kennedy at the presentation, but after they begin working together, the relationship changes. I don't want to ruin the ending, but it's a really great look at the relationship between an agency (or PR professional) and a client.*

Tracey Wisner, Principal, The Wisner Group

*Five recent books I would recommend: **Time Power**, by Brian Tracey; **The Big MOO**, edited by Seth Godin; **Ultimate Network Marketing**, Edited by Dr. Joe Rubino; **Good Life**, by Jay McInerney; and **With One Lousy Free Pack of Seed**, by Lynne Truss.*

Ralph Cooper, P.R. Council Board Member, Technology/Website

For the February newsletter, we'll include a list of new book recommendations from members. Send YOUR book recommendation and how it influenced (or continues to influence) you by January 31st to jamie@mulhollandmarketing.com.

Your feedback is ALWAYS wanted

Member input is always important to the Officers of the PR Council of Atlantic City. If you have feedback on any of the areas below, contact the chairperson listed:

PROGRAMMING: What would you like to see more of in 2007? What types of meetings and on what topics? E-mail Felicia Lowenstein Niven at gr8twriter@aol.com.

WEBSITE: Anything you think should be added to our website, www.prcouncilofac.org? Ralph Cooper welcomes your input: acprcouncil@yahoo.com.

MEMBERSHIP: Do you have someone interested in joining? Let Jennifer Tronccone know: jennifer.tronccone@primenewswire.com.

SITE: Any suggestions for meeting spots? maria_terpolilli@cable.comcast.com

COMMUNICATION: What would improve our newsletter? E-mail jamie@mulhollandmarketing.com

PUBLICITY: Is there a publication we should include on our e-list? Wmurphypr@aol.com

GENERAL INPUT: The ears of President William A. Cradle are always open: atlanticcolor@aol.com

The Public Relations Council of Greater Atlantic City was founded in 1978 by area newsmen and public relations professionals. During the initial years of the Council, the PR business was in its infancy as a profession in Atlantic City. Newsmen and PR professionals worked together at a time when as many as three or four newspapers in a market would do almost anything to get an “exclusive story.” As Atlantic City began its first “boom,” an increasingly professional PR business began to emerge, and the Council grew to represent all levels of the profession, from publicists to corporate communications specialists, advertising and graphic arts professionals. Today, the Council hosts monthly meetings for professional development on topics such as writing, marketing, government relations, crisis management, photography, media relations, and more. Membership is open to anyone in the business community. For more information, contact Jennifer Tronccone at jennifer.tronccone@primezone.com or visit www.prcouncilofac.org.