



# Public Relations Council of Greater Atlantic City

Member Newsletter – June 2006

## Program Update

### **This month: Blogging and Podcasting**

This month, we welcome Steve Lubetkin of Lubetkin & Co. Communications, a diversified communications consultancy providing strategic communications expertise and counsel to senior-level executives and corporate clients. He started his practice in December, 2004 after more than 25 years in journalism and corporate public relations, and after successfully helping to lead media relations associated with two of the largest bank mergers in the last five years (Fleet-Summit in 2001 and Bank of America-Fleet in 2004). His experience also includes:

- Producing a podcast for the launch of Sun National Bank's Sun Home Loans mortgage subsidiary
- Producing the first podcast of the Rutgers University Quarterly Business Outlook panel in Cherry Hill
- Producing podcasts of NJ Bankers Association seminars
- Launching a new podcast program, the "Middle Chamber Books Podcast," focusing on books and authors
- Producing podcasts for more than a year for the Philadelphia Chapter of PRSA and for PRSA national

**Tuesday, June 27<sup>th</sup>**

**Noon-2pm**

**Angelo's Fairmount Tavern, Atlantic City**

**Cost: \$20 members, \$30 nonmembers WITH RSVP by JUNE 23<sup>rd</sup>**

**\$30 members, \$40 nonmembers AT THE DOOR with NO RSVP**

**RSVP: No later than June 23<sup>rd</sup> to [maria\\_terpolilli@cable.comcast.com](mailto:maria_terpolilli@cable.comcast.com)**

## Officer Elections: Cast Your Vote

At the last meeting, the following individuals were nominated to officer positions:

President:	William A. Cradle, Atlantic Color Limited, Inc.
Vice President, Membership:	Jennifer Troncione, PrimeZone Media Network
Vice President, Programming:	Felicia Lowenstein Niven, Writing Solutions
Vice President, Operations:	Maria Terpolilli, Comcast Spotlight
Vice President, PR/ Publicity:	Walt Murphy, Walt Murphy Public Relations
Vice President, Communications:	Jamie Mulholland, Jamie Mulholland Marketing
Vice President, Web and E-Marketing:	Ralph Cooper, Computer Sciences Corporation/FAA Technical Center
Vice President, Finance:	<i>[No nomination made – seat is open]</i>

Further nominations will be accepted at the June meeting and the election of officers will take place at that time. For more information or if you are unable to attend the June meeting and wish to vote or nominate by proxy, contact Walt Murphy at [Wmurphypr@aol.com](mailto:Wmurphypr@aol.com).

# Member Spotlight/5 Quick Questions With...

**Daniel Heneghan**

**Public Information Officer, New Jersey Casino Control Commission**

## **1. What is your greatest challenge at work?**

As Public Information Officer for the Casino Control Commission, a lot of my work is dealing with the news media on a local, state and national level. I spent more than two decades as a journalist, so that part of the job really isn't too hard. What I find more challenging is dealing with a much different audience, the investment community. People are making investment decisions for tens or hundreds of millions of dollars based, in part, on how well I can explain the regulatory system or a decision of the commission. But the challenge is broader than that. I have to be able to convey information to Wall Street analysts about the socio-economic-political climate here and my ability to do that helps to shape their opinions on whether investing in Atlantic City is a good bet. That requires me to keep a library of data at my fingertips - including a lot of data that is not directly related to what the Commission does.

## **2. What was one of your greatest professional successes this past year?**

The Casino Control Commission unveiled a completely new web page at the beginning of 2006. It is something that I and several other people in our commission have been working on for quite some time. Customers can get virtually any commission form or license application from the web and there is a vast amount of financial information that is of immense value to journalists, researchers and the general public. We also use the web now to post financial reports of which we previously had to make and distribute hard copies. That change is saving us a lot of time and effort here and it is saving money for people who used to pay us for the hard copies.

## **3. What personal hobby or activity do you look forward to when you're not at work?**

One of the nicest perks of my job is that my office is right on the Boardwalk. I really enjoy taking a long walk on the Boardwalk either for my "lunch" break or evenings and weekends. Regardless of the season, I generally get out at least three times a week and go two to three miles. I have walked the entire length from above McClintock Park to the Ventnor-Margate border, albeit not all at once. I am fascinated by the sights, the sounds, the smells and the feel and how all of those change depending on where you are along the Boardwalk. It's a great way to clear the cobwebs from my brain while stimulating all my senses and helping out my cardiovascular system.

## **4. What's a good professional development tip you have for your fellow members?**

Actually, it's a piece of advice from Shakespeare in Hamlet - "This above all: to thine own self be true." Work for someone or for causes you believe in. Whether your passion is politics, the environment, government, community service, good old fashioned capitalism or anything else, you will be happier and more effective working for a company or a client with which you share a common goal or ideology. Believe in what you do and who you do it for and you will be more believable. Don't let an employer or a client define you, but give them the opportunity to define themselves by who you are. It speaks volumes for employers or clients to select someone of proven integrity to speak for them.

## **5. What are you looking for from the PR Council in the next year to help you better do your job?**

The networking opportunity that the PR Council presents is probably what I find most valuable. As a quasi-judicial governmental agency, the Casino Control Commission generally doesn't have events or projects. Much of my job is to explain licensing and regulatory decisions made by the agency. But I do get an enormous number of calls from the news media from all across the country. Many times, they have preconceived ideas about Atlantic City and the gaming industry that are woefully out of date or just flat out wrong. Networking with other communications professionals helps me stay on top of what is going on so that I am in a better position to relate that to the media. It also helps me maintain the contacts with others in the area to whom I can refer media calls so they can get more information.

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*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 Troncione at [jennifer.troncione@primezone.com](mailto:jennifer.troncione@primezone.com) or visit [www.prcouncilofac.org](http://www.prcouncilofac.org).*