



June 28, '05 - R Council Meeting

PR Council "Strategy" Meeting

Join us on Tuesday, June 28, for a special year-end open forum / discussion and help plan future initiatives / direction for the PRCAC.

Topics will include, but are not limited to:

- 1.) Chart PRC Future
- 2.) Officer Elections
- 3.) PRC Scholarship Project
- 4.) Future Luncheon Topics

We will meet at Angelo's Fairmont Tavern for an Italian buffet lunch.

Networking starts at 12 noon with lunch at 12:30 p.m.
Members are \$20 and guests are \$30.

Angelo's is located at 2300 Fairmont Avenue in AC

RSVP by Friday, June 24, to Maria Terpolilli:
maria_terpolilli@cable.comcast.com
or (609) 677-1010, ext. 15

Inside Items

- PR Links of Interest
- Repeats -Info You Can Use
- Tech Tips
- Book Highlights

Books

Every media outlet is carrying stories about Web blogs. If you are like some that don't find the term blog in your PC's spell checker - here are several books on the subject that will make you an instant subject matter expert and may very well propel you into starting a blog site for your organization / client.

We Blog: Publishing Online with Weblogs

by Paul Bausch

Reviewers and readers call this one an easy to read "how-to instruction book" for getting on-line with your own blog.

We've Got Blog: How Weblogs Are Changing Our Culture

by Editors of Perseus Publishing, Rebecca Blood

A collection of 34 essays, this book explores Blogging development and trends. It also contains a detailed set of reference links that will easily convert any readers into bloggers - overnight.



PR panelists, from left, Susan Ricciardi, Alyce Parker, Jennie Ayres, and moderator Walt Murphy. (PRC photo by R. Cooper)

"Stump the PR Panel"

The Public Relations Council's May meeting included a lively panel Q & A discussion on PR dilemmas and opportunities. While some advance questions were provided in advance, via e-mail, lively participation enabled the panel to address a wide range of local examples / issues.



Public Relations
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Public Relations - General Interest Links / Items

Innovation on Order at The Home Depot

"Meeting customer aspirations and growing business"

See on-line video interview segments with Carol Tome, Exec. VP and CFO of the Home Depot. This is one of many examples on the Web where innovation and best practices are being shared. Site visitor traffic has been driven by strong advertising in publications like the Wall Street Journal and other business publications.

Link: ~ <http://www.boardroomconnection.com>

Repeats - Things you can use:

(Original featured - PRCofAC Newsletter – Feb. 04)

Free Copywriting Resources

The American Copy Editors Society offers a free training booklet on copy editing. (www.copydesk.org/guidelines.htm)

The Society also features tips on editing and headline writing, comments on cliches and bad writing, and many other articles by editors and journalism professors from throughout North America. (www.copydesk.org/words/)

Brainstorming Tips

A quick and easy checklist of nine tips for brainstorming was featured in the Feb. 04 PRCofAC Newsletter. (http://www.prcouncilofac.org/Newsletters/PRCouncil_Newsletter_v1.0_17Feb04.doc)

PRC monthly luncheon meetings will resume next September.
Watch for announcement emails and postings
on the PRC Web site.

www.prcouncilofac.org

Let us know what you'd like to see in your PRC Newsletter.
Send suggestions, text, links, whatever to ~ acprcouncil@yahoo.com

Tech Tools you can use:

MindManager - Process Mapping

If you want to capture brainstorming information, capture work flow process details or just need to visualize your client proposal, try a very neat tool called MindManager from Mindjet software.

The site has links to their easy to use demo *, but the latest newsletter as well as screen shots of the product features are very informative.

(* There is a 21-day period to try out the capabilities. Single user cost is under \$500.)

Link: ~ <http://www.mindjet.com/us/>

Survey Monkey – Knowledge

A great PR tool that enables your organization / customer to have an on-line survey. It's easy to use and it's FREE.

Several PRC members, including the United Way of Atlantic County, have used the tool. Quick steps enable you to design, gather, analyze and report results.

Link: ~ <http://www.surveymonkey.com/>

PR Stats:

Search for "[Public Relations](#)"

- Amazon Books – 3,300 book hits.

- Yahoo - 31,500,000

- Google - about 30,400,000

FYI – Google "Public Relations"

And Atlantic City" brings 97,100

Happy Reading!

2004-2005 ~ PRC Board of Directors



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