

# Public Relations Council of Greater Atlantic City

Member Newsletter – March 2008

## Our Next Meeting Behind the Scenes of a “One-Stop Print Shop” Finding the Needle

According to the Web site of Print Art, a large commercial printer in southern New Jersey, “finding a printer to meet all of your print buying needs can be like searching for a needle in a haystack.” But for many of our membership that task is at the core of their communications needs.

We will tour this state-of-the art production facility to get a behind the scenes look at the entire printing process from that initial meeting with a sales rep to understanding the latest in computer to plate imaging, direct to press imaging, digital proofing, silk screening, digital large format printing, outdoor wearable, vinyl lettering, printing presses, fulfillment, the full service bindery and much more.

Print Art’s CEO Carl Blase and his management team will guide us through this production facility. A catered lunch will be provided. Please wear comfortable shoes since you will be on your feet for most of this luncheon meeting. If you are a print buyer, this meeting is a must! For additional information, go to our Web site [www.prcouncilofac.org](http://www.prcouncilofac.org)

## Practical Support for Small Business

At our last event on February 26<sup>th</sup>, our speaker was Jacqueline Meiluta from 201 Associates, LLC. She has spend almost 20 years in the corporate world and has demonstrated success in increased sales revenue, improved Customer Service and Logistics, Operational Excellence, Marketing, New Product Development and New Product Introductions. According to Jacqueline, all businesses should remember the importance of:

**Goals:** Where are you going and where do you want to be?

**Planning:** How will you get there? Have a formal written business plan that you review regularly. Remember the old adage if you don’t know where you are going any road will get you there!

**Time Management:** Spend time on what’s most important to do and question routine tasks. Remember time flies but you are the pilot!

## **MARKETING/PUBLIC RELATIONS NEWS**

**Email Campaigns** - According to the most recent eROI benchmark study of email-campaign click through and open rates:

- The average open rate on Wednesday was 25.4 percent, and the average click rate was 3.9 percent
- The second best day for email was Monday, which has an average open rate of 24.7 percent and click rate of 3.1 percent
- The third highest open and click rates were Thursday: 23.6 percent and 3.7 percent respectively

### **Gift Card Market**

Continued convenience and a clearer understanding of usage terms are expected to increase sales of gift cards by nearly 14 billion over the next five years, according to The US Market for Prepaid Cards with a focus on Gift Cards.

Nearly 35 percent of consumers who purchase gift cards in the last 12 months anticipate spending more on gift cards during the next 12 months, with 9.1 percent expecting to spend “significantly more”. Fifty three percent of gift card redeemers often or always spend more than the card value, and most likely over two store visits rather than one.

### **“Going Green”**

Today as part of their corporate citizenship, brand equity and go to market strategy, some corporations are implementing a “Going Green” strategy. One definition of “Going Green” is designing, selling, or funding eco-friendly products and services. While the majority of companies have implemented “Going Green” strategies with recycling and proper waste disposal, overall only 41 percent of corporations have deployed virtualization or server consolidation strategies to save on energy cost.

On the flipside, for those with that have not implemented a “green strategy”, the reasons for not implementing are varied.

- Twenty six percent say that they “fully comply with current governmental regulations for environmental safety”; while 25 percent say they have other pressing corporate needs.
- One quarter isn’t sure what actions they must take to “Go Green” in the most cost effective way
- Twenty percent say they don’t have the funds to implement a “go Green” strategy
- Sixteen percent feel that they are already environmentally friendly

## **TNS Media Intelligence Forecasts 4.2% increase in US Advertising Spending for 2008**

### **2008 ADVERTISING PROJECTIONS BY MEDIUM (Ranked by Growth Rate)**

|                          | <b>%<br/>CHANGE<br/>vs. 2007</b> |
|--------------------------|----------------------------------|
| Internet*                | 14.4%                            |
| Spot TV                  | 9.9%                             |
| Spanish Language Media** | 7.8%                             |
| Outdoor                  | 5.5%                             |

|                                |       |
|--------------------------------|-------|
| Cable Network TV               | 5.0%  |
| Consumer & Sunday Magazines*** | 3.6%  |
| Network Television             | 2.7%  |
| Syndication TV                 | 1.3%  |
| Radio                          | 0.7%  |
| Business-To-Business Magazines | -0.1% |
| Newspapers <sup>3</sup>        | -0.9% |

Source: TNS Media Intelligence

\* Internet estimates reflect display advertising only

\*\* Spanish Language Media includes Hispanic Network TV; Hispanic Spot TV; Hispanic Magazines; and Hispanic Newspapers

\*\*\* Magazine and Newspaper estimates do not include web site advertising

Share figures may not add to 100.0% due to rounding

According to Jon Swallen, SVP Research of TNS Media “The Internet will continue to gain share, principally at the expense of newspapers,” “We track share of spending on a rolling two-year basis, in order to control for the biennial fluctuations associated with the Olympics and elections – events that disproportionately benefit television media. Our projections for the 2007-08 cycles indicate television and magazines will maintain their shares, while the Internet will move past radio.”

#### Share of Measured Advertising Spending by Media: 2007-08 vs. 2006-07

| MEDIA TYPE | 2007-08<br>(24 months) | 2006-07<br>(24 months) |
|------------|------------------------|------------------------|
| Television | 44.1%                  | 44.0%                  |
| Magazines  | 21.1%                  | 20.9%                  |
| Newspapers | 17.2%                  | 18.2%                  |
| Internet   | 8.0%                   | 7.1%                   |
| Radio      | 7.0%                   | 7.3%                   |
| Outdoor    | 2.6%                   | 2.6%                   |
| Total      | 100.0%                 | 100.0%                 |

Source: TNS Media Intelligence

Note: The sum of the individual media may differ from total due to rounding



SPRING FEVER  
2008

SATISFY YOUR SPRING FEVER WITH A SENSATIONAL  
EVENING BENEFITING THE ATLANTIC CITY BALLET

WINE TASTING ■ SILENT AUCTION ■ LIVE JAZZ

FRIDAY, MARCH 14, 2008

6:30 PM-9:30 PM

THE FLANDERS HOTEL  
BANQUET AND CONFERENCE CENTER  
OCEAN CITY, NEW JERSEY

\$60 Per Person

This dynamic event features three treats in one.  
Sample a series of fine wines and hors d'oeuvres.

Peruse the wonderful items up for bid and put some swing in  
your spring with the live sounds of our jazz ensemble  
featuring musicians from Arcadia University.

All proceeds benefit educational programs and productions of the Atlantic City Ballet.

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THE FLANDERS  
HOTEL, BANQUET & CONFERENCE CENTER

CIRCLE  
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Make YOUR organization even better...

**Would you like to get involved? If so, contact any one of the officers listed below:**

- **PRESIDENT:** William A. Cradle, atlanticcolor@aol.com
  - **PROGRAMMING:** Felicia Lowenstein Niven, gr8twriter@aol.com
  - **WEBSITE:** Ralph Cooper, acprcouncil@yahoo.com
  - **MEMBERSHIP:** Jean Muchanic: abseconlighthouse@verizon.net and Stephanie S. Carr: StephanieCarr@abseconlighthouse.org
  - **MEETINGS:** MariaTerpolilli, maria\_terpolilli@cable.comcast.com
  - **NEWSLETTER:** Denise Hurlburt, dhurlburt@sjindsutries.com
  - **PUBLICITY:** Walter Murphy, wmurphypr@comcast.net
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The Public Relations Council of Greater Atlantic City was founded three decades ago, in 1978, by area news people and Public Relations professionals. During the initial years of the council, the Public Relations business was in its infancy as a profession in Atlantic City. News people and Public Relations 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 Public Relations business began to emerge. The Public Relations Council began to grow, making the organization more beneficial to perspective new members. Today, members represent all levels of the profession, from publicists to vice presidents of communication, executive directors from nonprofits and owners of public relations and marketing firms. The group gathers monthly to hear speakers on a variety of relevant topics that have included media relations, political strategy, photography, writing, video news releases, crisis management, public speaking, blogging and podcasting, internet marketing, personal branding, and more. Members also regularly hear from prominent local opinion leaders on key developments in the Atlantic City region.

The Public Relations Council will continue to support its members with the vital communications tools and information to help ensure their success in today's competitive business climate.