



## Public Relations Council

of Greater Atlantic City

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

December 2001

**Next Meeting: Thursday, December 13!**

### It's Party Time...!

Join us on Thursday, December 13, for the party of the year! The elegant fare is wine and cheese and the place is the newest cinema in town, Hoyt's, on the Black Horse Pike in Egg Harbor Twp.

There, after we've had a chance to sample the refreshments, we'll be treated to a private showing of *Ocean's 11*, scheduled for release December 7. *Ocean's 11* assembles an all-star cast including George Clooney, Matt Damon, Andy Garcia, Brad Pitt, and Julia Roberts in this remake of the 1960 Rat Pack film. (The original starred Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford, and more.) In the story, a gangster by the name of Danny Ocean (George Clooney) rounds up a gang of associates to stage heists of three major Las Vegas casinos simultaneously during a popular boxing event. Several scenes were filmed in Atlantic City.

The festivities begin at 5:30 p.m. with wine and cheese served until 7 p.m., and the movie following. Guests (family, friends and business associates) are welcome! Meet upstairs in the balcony area.

Cost is \$20 for members and \$25 for non-members.  
RSVP to Maria Terpolilli at (609) 677-1010, ext. 15  
no later than **Monday, December 10**

*Many thanks to Jamie Mulholland of  
Cooper, Perksie, April, Niedelman, Wagenheim & Levenson, PA,  
and the rest of the Board who helped make this event happen*

## January Meeting Preview

Mark your calendars for Tuesday, January 29, as we host Lobbyist Sharon Harrington as our featured speaker. Her topic will be government relations. Thanks to Walt Murphy for coordinating this! If you have an idea for a future speaker, or would like to sponsor their accommodations in exchange for publicity, please contact Ginny Lyon at [lyon@pressplus.com](mailto:lyon@pressplus.com).

**Season's Greetings** to all of our members and best wishes for a happy and healthy holiday!

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# Creating News Where None Existed

By Diane Hughes

*The following article was excerpted from  
[www.internetprguide.com](http://www.internetprguide.com).*

The hard, cold truth of the matter is that you cannot write a press release about any aspect of your business and have it end up on the home page of the *Fortune* Small Business Web site. So what do you do if you need publicity but have nothing newsworthy to share?

## **Offer a Donation to a Worthy Cause**

One woman (a business coach) gave two scholarships to a local community college that catered to the underprivileged. She included two months of free business-building coaching services for qualified applicants at the school. She received a lot of free promotion and boosted her image as a community leader, too.

## **Relate Your Product or Service to a Local or National News Event**

Take, for example, two of the troubling problems the media were covering before Sept. 11: the drastic upswing in unemployment (especially in high-tech fields) and the California energy crisis. If your product or service can somehow offer a solution (even a small one) to one of these two dilemmas, you stand a great chance of getting some publicity.

Perhaps you own a resumé service that has an exceptional rate of success for one reason or another. Phrase your release so it helps solve the unemployment crisis (and does not blatantly promote your business) and you'll perk up some journalists' ears.

## **Get In Line with Seasonal Events**

The change in seasons always makes the news. In the summer, you'll find stories on safe vacation travel or the best airline deals. At the end of the year there is always coverage pertaining to New Year's Resolutions and how to keep them.

If your company can offer some viable information pertaining to seasonal events, a press release might be in order.

Above all, use your imagination. Pay attention to the newspapers, television news and magazines. Notice the types of stories they cover and then write a release that falls in line. You will soon be able to create news where none previously existed and gain some free exposure for yourself in the process.

## **'Twas The Night Before Christmas?**

*(How not to write for your PR audience...)*

'Twas the nocturnal segment of the diurnal period preceding the annual Yuletide celebration, and throughout our place of residence, kinetic activity was not in evidence among the possessors of this potential, including that species of domestic rodent known as *Mus musculus*. Hosiery was meticulously suspended from the forward edge of the wood burning caloric apparatus, pursuant to our anticipatory pleasure regarding an imminent visitation from an eccentric philanthropist among whose folkloric appellations is the honorific title of St. Nicholas. (Source: [www.santaclaus.com](http://www.santaclaus.com))