



# Embracing New Media How and Why You Should Use It

A joint meeting sponsored by the Public Relations Council of Greater Atlantic City and the Public Relations Society of America/ New Jersey Chapter

**Tuesday, May 24, 2011**

**11:45 a.m. - 2 p.m.**

**Sheraton, Atlantic City Hotel**

Two Convention Boulevard • Atlantic City, NJ 08401

## **SPEAKERS:**

### **Sheila McAllister-Spooner**

*Director of the Graduate Program and MU PRSSA; Faculty Advisor, Monmouth University*

### **Professor Kristine M. Simoes, APR**

*Director of the Public Relations/Journalism Undergraduate; Program, Monmouth University; Vice President, PRSA NJ Chapter*

### **Doug Bergen**

*Local editor for Ocean City Patch; former 17 year city editor for The Press of Atlantic City*

### **Kevin Shelly**

*Local editor for Galloway Patch; award-winning writer, experienced editor, supervisor, writing coach, and researcher.*

### **Joan Bosisio**

*Group Vice President, Stern + Associates; also serves as director of digital/social media for PRSA NJ*

Deadline for registration is 3 p.m.: **Friday, May 20, 2011**

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For additional information,  
go to the PR Council Web site: [www.prcouncilofac.org](http://www.prcouncilofac.org)

- **\$30** for members with reservation
  - **\$35** for members without reservation
  - **\$35** for non-members w/reservation
  - **\$40** for non-members w/o reservation
  - **\$22.50** student rate
- (All No-Shows will be billed)*
- **Self-park** in the parking garage is free with validation
  - **Valet parking: \$15**