

LUBETKIN & CO. COMMUNICATIONS, LLC
COMMUNICATIONS, PUBLIC RELATIONS & TECHNOLOGY COUNSEL
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STEVEN L. LUBETKIN, APR, FELLOW, PRSA
MANAGING PARTNER

Consulting Services

Lubetkin & Co. Communications is a diversified communications services firm with practices in three broad areas: public relations and strategic communications; Internet broadcasting; and publishing.

Public Relations and Strategic Communications Services

We offer a broad range of public relations and communications services for firms of all sizes, to help clients enhance their professional image to their own clients and prospective clients, as well as to their professional peers and others. These services include:

Media & Public Relations Strategic Planning: We design comprehensive strategies for our clients communications with key audiences. We work in close consultation with clients and members of their senior management teams, to evaluate and enhance existing communications programs, identify a firm's priority messages and recommend the best ways of getting those messages to the people they need to reach.

Conference Planning, Speech Writing and Speaker Training: We have significant experience in the planning, logistics, and execution of professional seminars in the financial sector. This experience includes organizing more than 100 one-day and two-day events over the past 15 years, attended in the aggregate by more than 10,000 participants. We have also originated and hosted hundreds of telephone conference call presentations attended by more than 25,000 people.

Speeches and presentations before appropriate meetings, trade shows, association conferences, or professional groups, can help organizations gain visibility with potential clients, and an enhanced reputation in their fields. We prepare, edit, and leverage public presentations for maximum impact.

We also work with clients to obtain new speaking engagements at appropriate conferences, trade shows, and association meetings. We provide clients with executive coaching in presentation skills for meetings with the news media, public speaking opportunities at professional groups or discussions with financial analysts.

Articles or Newsletters: Trade magazines and local publications are constantly seeking articles by experts in various fields. We have extensive experience identifying outlets for such articles, soliciting editors with article ideas, and then in writing about technical and industrial subjects for these publications. We can help turn an organization's marketing successes into highly credible tools for business development.

Crisis Public Relations: When a train derails, a truck crashes, or a chemical plant explodes, a comprehensive crisis communications plan can make the difference between public praise or a public relations disaster. The negative publicity generated by a poorly handled crisis can be costly to any business. After more than two decades of handling crises like these successfully for Fortune 500 companies, we help clients assess their own potential reputation risk problems and develop contingency plans for dealing with risks like accidents, labor disruptions, environmental issues, and product liability problems.

Corporate photojournalism: We use our 25 years of commercial photojournalism experience to create photos enhancing our clients' corporate brand and image, while filling journalistic needs of the editors at the major publications. For a number of years, we've supported clients and employers with photography for use with news media outlets, and our photos have been published in such major national publications as *Rolling Stone*, *The Washington Post*, *The Philadelphia Inquirer*, as well as regional publications like *NJ Biz*, and such trade publications as *The Bond Buyer*, *American Banker*, and *Progressive Railroading*. We use a Nikon D70 6.1 megapixel digital SLR to achieve professional results for photo assignments, and we prepare caption information using the international IPTC standards expected by most news media outlets, which gives clients an advantage in getting their messages across, because caption information "stays" connected with the digital image.

Internet Broadcasting, or "Podcasting," Technology

Audio Broadcasts Tailored to Your Needs, Delivered to Clients via the Internet: Internet broadcasting, sometimes called "podcasting" because it may involve delivering a digital audio file that users can download to an Apple Ipod or other digital audio player, can be a revolutionary way to provide important information to your clients. We have extensive experience in radio newscasting and organizing investor conference calls. We can design audio programs to meet any communications needs.

Lubetkin Communications is the leading provider of business podcasting services in Southern New Jersey and Eastern Pennsylvania. The firm launched its Internet broadcasting practice in April 2005, counseling clients about the effective use of podcasts and weblogs, or "blogs," online journals that facilitate two-way communications with customers, employees, and others.

In January 2006, the firm produced the first-ever podcast for the Rutgers University School of Business Administration's popular Quarterly Business Outlook Seminar. In December 2005, Lubetkin Communications produced the first-ever podcast for NJBankers, a trade association representing major banks in New Jersey. The firm also produces podcasts for the Philadelphia Chapter of the Public Relations Society of America, and publishes its own podcasts on such topics as public relations, computer technology, bond ratings, and interviews with book authors.

Typical uses of Internet audio broadcasts:

- Communicating with employees

- Delivering late-breaking information or new product/service announcements to your customers
- Creating excitement about newsworthy corporate developments

We use the latest in audio technology to record digital audio interviews and edit them into self-contained radio programs that you can email to clients or post to your website or weblog. We can interview your staff in your office or over the telephone – even over the Internet using free Internet telephone software!

Digital audio programs can also be delivered to thousands of radio stations around the country for use in their programming and news broadcasts, giving you even more visibility. For examples of this technology, visit our “Radio News” page (www.lubetkin.net/radio_news.htm.)

Publishing Division

Our publishing division provides important, highly specialized news columns and newsletters to select audiences who depend on our journalism, technology, and financial services expertise to provide insights and information unavailable in mainstream consumer or business publications.

Since 1996, “**CompuSchmooze™**,” our monthly column on computers and technology with a Jewish perspective, has been our flagship publication in the *Jewish Community Voice of Southern New Jersey*. Each month, Steve reports on an exciting technology, innovative use of web sites, or provides resources for web surfers related to Jewish traditions and practices. This year, CompuSchmooze is being supplemented with an audio “podcast,” where Steve will interview the people whose software and websites appear in the print column. CompuSchmooze also has its own website, www.compuschmooze.com, and a weblog, or online journal, where readers can interact with Steve in commenting on the column.

RatingAgency.com, our newsletter focusing on the analysts who decide the ratings on every bond sold in the US capital markets, will launch in April 2005.

Supplementing our publishing activities, our Amazon.com-affiliated bookstore, **Middle Chamber Books** (www.middlechamberbooks.com) offers an eclectic selection of books in subject areas such as Judaism, philosophy, mysticism, and genealogy. Authors featured in the bookstore are often interview subjects in our book-oriented podcasts.

**Steven L. Lubetkin, APR, Fellow, PRSA
Managing Partner**



Steven L. Lubetkin, APR, Fellow, PRSA, the managing partner of Lubetkin & Co., is a technology-savvy veteran of more than 25 years in corporate and financial communications.

He has experience in both print and broadcast journalism, and an extensive background in reputation management, financial media relations, product media relations, speech and testimony writing, seminar and conference planning, issues management, and crisis public relations. He is a nationally published author and a frequent speaker at conferences and meetings on technology, financial communications, and public relations topics.

Steve re-established Lubetkin & Co., his communications, public relations, and technology trend consulting practice, following the successful completion of the Bank of America-Fleet merger transition, during which he led the national media relations team for the Consumer Segment of Bank of America.

Before that, as Vice President and Director, Corporate Communications, for Fleet Bank's New Jersey and Pennsylvania franchise, Steve had communications oversight responsibilities for Fleet Insurance Services, Fleet's insurance brokerage and employee benefits consulting business in Cranford, NJ, and Fleet Credit Card Services, Horsham, PA, a position he assumed following Fleet's 2001 acquisition of Summit Bancorp.

Before joining Summit, Steve worked at Standard & Poor's, the world's largest debt rating organization, which he joined as a senior speechwriter in 1991. From 1992-2000, as director of communications in Standard & Poor's Communications Department, he provided senior level communications counsel to Standard & Poor's executives and business units around the world. He also co-managed Standard & Poor's Seminar Programs unit, which annually produces more than two dozen meetings and conferences.

Steve previously worked for Consolidated Rail Corporation, one of the nation's largest freight railroads; and Unisys Corporation, one of the world's largest computer systems and services firms. At Conrail, he helped orchestrate management's successful media relations strategy that persuaded Congress to privatize the company through a public stock offering (which took place March 26, 1987. Until 1993, this was the largest initial public offering in U.S. history). His article on the media relations campaign behind the Conrail privatization process appeared in the Fall 1995 issue of *The Public Relations Strategist*, a quarterly publication of the Public Relations Society of America.

In 1999, in recognition of his service to the public relations profession and his track record of accomplishments, Steve became (at age 42) the youngest PR practitioner elected up to that time to the PRSA College of Fellows. From January 2003 to December 2005, he served as a member of the national board of directors of PRSA.

His journalism background includes broadcast news reporting at WJLK and WRLB radio in New Jersey, and print reporting at the *Asbury Park Press* and the *Red Bank Register*. He was also a stringer/contributor to the *Associated Press* print and broadcast services.

Steve holds a BA (*magna cum laude*) in Spanish and Philosophy from Monmouth College (now Monmouth University), West Long Branch, NJ, and earned an MBA (1994) from the University of Phoenix/ONLINE, a pioneering institution of higher education offering advanced degrees through computer-accessed distance education classes.

Steve lives in Cherry Hill, NJ, with his wife, Judy, and two daughters, Sharon and Michelle.

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