

# Cherry Hill podcaster lets everyone listen in



TINA MARKOE KINSLOW/Courier-Post

**'Busy people may pick and chose what they want to listen to, and listen on their own time,' says business communications expert Steve Lubetkin.**

By **JEANNE RIDGWAY**  
Courier-Post Staff

## CHERRY HILL

Business communications expert Steve Lubetkin imparts company messages through all the usual means such as speeches, publishing and radio.

Now, there's a new tool in Lubetkin's toolbox — a small but growing medium called podcasting.

Podcasts are digital audio recordings that may be burned onto a CD or distributed over the Internet using computers or devices that play MP3 files such as an iPod.

Think of podcasts (at least the ones that are well produced) as prerecorded radio shows.

"Busy people may pick and chose what they want to listen to, and listen on their own time," said Lubetkin, 49, the owner of

## STEVEN L. LUBETKIN

■ **Industry:** Communications consulting firm with practices in public relations and strategic communications, Internet broadcasting and publishing

■ **Company:** Lubetkin & Co. Communications LLC; and its division, Professional Podcasting LLC

■ **Where:** Cherry Hill

■ **Phone:** (856) 751-5491

■ **Web site:** [www.lubetkin.net](http://www.lubetkin.net)

## ON THE WEB

■ To find a podcast on a particular subject, go to Google and type in 'podcast' and a key word. Other search engines for podcasts and blogs include [technorati.com](http://technorati.com), [podcastalley.com](http://podcastalley.com) and [podcastpickle.com](http://podcastpickle.com).

Professional Podcasts LLC. The company is a division of Lubetkin's 20-month-old business communications consulting firm, Lubetkin & Co. Communications LLC.

"People like to get information delivered to them in a way that they can carry it with them," said Lubetkin, who lives and works in Cherry Hill.

"You can listen to a podcast as you drive to work."

Podcasting can be powerful way for businesses and organizations to communicate important speeches, panel discussions, and other information to employees and clients. It's a way to get

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value out of a meeting without going to the meeting, said Lubetkin.

"If you can do a podcast, you may be able to draw in another 200 to 300 people who want your information. It lets companies target an audience on a very narrow scale."

Four times a year, the ABA Marketing Network holds panel discussions and educational seminars for New Jersey bankers. ABA hired Lubetkin to make podcasts of its programs for bankers who can't make it to meetings held in Woodbridge.

"Unless you took good notes, the meeting would cease to exist. Now, the meeting lives on (through podcasting) and its recorded and archived," said Damien Kane, a member of ABA and marketing director at Northfield National Bank in Union and Sussex counties.

In March, Lubetkin helped Sun Home Loans in Vineland, a subsidiary of Sun National Bank, reach out to new customers by offering a podcast: all

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**Steve Lubetkin,**  
owner of Professional Podcasts LLC

about mortgages.

Brian Myers, president of Sun Home Loans, said the company saw podcasting as a way to give something of lasting value to the public at large.

"We wanted something that would have a longer shelf life available to our customers to listen to and download. We liked the fact that it wasn't 'one and done,'" Myers said.

Pinnacle Financial Advisors of Marlton will soon distribute a Lubetkin-produced podcast about protecting yourself from identity theft.

Lubetkin also produces podcasts for the Quarterly Business Forum, a program providing useful business trends and economic information to South Jersey companies. About 200 or more businesspeople attend

conversations with religious leaders.

Producing podcasts for businesses is a perfect fit for Lubetkin, who understands technology and company communications.

For 25 years, he worked in corporate communications, including a time as vice president and director of communications for Fleet Bank in New Jersey and Pennsylvania. He also led a national media relations team at Bank of America.

Lubetkin's interest in podcasting may have had its roots in his childhood.

"As a kid, I used to produce my own radio shows in the basement of my parents' house using a turntable and a reel-to-reel tape recorder," he said.

After graduating magna cum laude from Monmouth College, Lubetkin spent several years in radio, where he reported the news, and engineered and edited broadcasts. Later, he earned an MBA in 1984 from the University of Phoenix/ONLINE.

Combining all his business knowledge and communications skills, Lubetkin takes pride in making polished podcasts.

"We don't want to disappoint

(the audience) by giving them something that is tedious to listen to," said Lubetkin. "We don't move all the 'turns' and 'ahs' and take out the false starts."

Lubetkin is not sure how many other New Jersey podcasting companies are out there, but he suspects there are few.

"It's something that we do because it's a niche that we think no one else is doing," he said.

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