

Steve Lubetkin

 @PodcastSteve on Twitter

Steve Lubetkin, MBA, APR, Fellow, PRSA, is a seasoned technology futurist.

Steve was one of the first journalists to use portable computer technology in the field when he reported on a Grateful Dead rock concert in 1977. He's had an email address on his business card since 1988, and began designing websites in 1994.

He is a Senior Fellow of the Society for New Communications Research, a global think tank for advanced study of new communications tools, technologies and emerging modes of communication, and their effect on traditional media, professional communications, business, culture and society.





Steve Lubetkin

He is a member of the Online News Association, Radio & Television Digital News Association (RTDNA), National Press Photographers Association, Professional Photographers of America, and contributes to AllVoices.com and NowPublic.com.

Since 1996, he has written "CompuSchmooze," a technology column in the *Jewish Community Voice of Southern New Jersey* (www.jewishvoicesnj.org).

 <http://bit.ly/ProfPodFB>

 <http://linkd.in/PodSteveLI>

 <http://bit.ly/PodSteveFlickr>

Professional Podcasts LLC is an award-winning producer of audio, video, and multimedia content for distribution over the Internet as podcasts, vidcasts, video and audio news features, screencasts and other formats.

The firm has extensive experience in corporate and financial public relations and strategic communications, so it is able to help clients create highly effective, content for Internet broadcasting and dramatic digital photojournalism, and engaging, cost-effective materials that drive client visibility on the Internet. Professional Podcasts has earned two prestigious JASPER awards from the Jersey Shore Public Relations and Advertising Association (JSPRAA) and a 2010 ASTRA Award for podcasting from the New Jersey Communications, Advertising, and Marketing Association (NJCAMA).

Among its clients are the CCIM Institute, a commercial real estate investment management trade association; NAPL, the trade association for excellence in graphic communications management; the National Association of Realtors; Sun National Bank; the Rutgers University-Camden School of Business Administration; NJBankers, a trade association representing major banks in New Jersey; Leadership NJ; and the Public Relations Society of America's Philadelphia Chapter.

The firm also produces its own podcasts focusing on public relations, computer technology, bond ratings, and interviews with book authors.



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**Becoming the Media
In the Internet Age**



ProfessionalPodcasts.com

Professional Podcasts LLC

Producing radio and television shows for
distribution over the Internet

A division of Lubetkin Communications LLC



Why Should You Consider Podcasting?

You can't get mainstream broadcasters to cover your events.

The broadcast radio and television industries have downsized. Newsrooms are among the hardest-hit departments.

Local TV and radio news departments — where they exist at all any more — just don't have the resources to cover community and corporate events.



Public relations agencies and in-house corporate communicators have expressed increasing frustration over the

inability of TV and radio stations to send a crew to cover their events.

Our Approach to Online Video and Audio

We cover your event with professional broadcast video equipment, recording interviews with participants of your choosing, "b-roll" footage to illustrate the report, and commentary by an on-scene correspondent.

We can deliver the finished report to you and your audiences in multiple formats such



as audio or video news releases, DVD, web video, iPod video, and many others.

Internet Distribution Instead of Broadcast

We will help you distribute your video and audio content through:

- 🌐 Your website, using embedded player code that doesn't require you to load large files on your website
- 🌐 RSS feeds—which make you more visible in a Google search
- 🌐 Popular video sites like YouTube, Blip.TV, Vimeo and others, and through placement in other user-generated content locations across the Internet.

Partial list of video sites where your video will be available to millions of viewers

- 🌐 Blip.TV
- 🌐 YouTube
- 🌐 Vimeo
- 🌐 Viddler
- 🌐 Mefedia
- 🌐 Blinx
- 🌐 Pando
- 🌐 VodPod
- 🌐 iTunes
- 🌐 NJ.com
- 🌐 NowPublic.com
- 🌐 AllVoices.com

Recent video news wrapper reports produced by Professional Podcasts

“ACE Group Video News Wrapper #1 - LEED Certification for Philadelphia Headquarters,” (<http://professionalpodcasts.blip.tv/file/2702149/>)

“Family Continues Search and Rescue Effort for NJ Man, Joe Dunsavage,” (<http://professionalpodcasts.blip.tv/file/2130290/>)

“Walmart East Windsor NJ Store Hosts Boys & Girls Club Shopping Spree,” (<http://professionalpodcasts.blip.tv/file/2086945/>)

“Walmart Gives Atlantic City Boys & Girls Club Members a Holiday Shopping Spree,” (<http://professionalpodcasts.blip.tv/file/1559042/>).

The firm's complete video feed is available at <http://professionalpodcasts.blip.tv>.

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