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**Steven L. Lubetkin, APR, Fellow, PRSA  
Managing Partner, Lubetkin & Co.  
Technology Background**

Steven L. Lubetkin, APR, Fellow, PRSA, is the managing partner of Lubetkin & Co. Communications LLC, a diversified public relations, communications, Internet broadcasting, and publishing consulting practice.

Steve established his consultancy in December 2004, after successfully managing media relations activities during the completion of the \$47 billion Bank of America-Fleet Bank merger. Earlier, he helped manage news coverage of the \$7 billion acquisition of Summit Bancorp by Fleet Bank.

Steve has been starting technology-based knowledge management revolutions at companies for more than 25 years.

Steve became a self-taught technologist in the mid-1970s, when, as a broadcast news announcer for WJLK-AM & FM in Asbury Park, NJ, he learned how to use the then-innovative TalStar computerized newsroom typesetting system being installed by the station's owner, the *Asbury Park Press*.

He used the system to rewrite newspaper news stories in broadcast style, and to store lists of police department phone numbers. Later, as a rock music critic, he was one of the few part-time reporters for the *Press* who was able to input his own stories into the system.

In that role, he participated in the *Press*' coverage of a 1977 Grateful Dead concert in Englishtown, NJ, filing his on-site stories on a portable data terminal over an acoustic modem coupler tied to the newspaper's computer system, one of the first spot news events covered this way by the *Press*.

At Consolidated Rail Corporation, one of the nation's largest freight railroads, he successfully fought a largely uphill battle to convince managers that word processing technology belonged in the hands of communications professionals, not just on the desks of secretaries.

From 1981 until 1988, using the IBM 8100 distributed office system, he designed elaborate word processing mail-merge applications for Conrail's Public Affairs Department, teaching himself the system's arcane "text command" formatting codes and "reformatting" commands, when the MIS technical support people failed to understand how to assist him with the applications.

The mid-1980s were the dawn of the personal computing era, and the application of computer technology to direct marketing and mass mailings was very much in its infancy. In most offices of the day, secretaries still typed mailing labels and prepared mass mailing campaigns by hand. The work was tedious, repetitive, and difficult to accomplish rapidly.

Nevertheless, because of Steve's database development work, Conrail was able to generate the personalized materials necessary to reach hundreds of editorial writers and key journalists, *several times a week*.

Steve's expertise enabled Conrail communications professionals to generate Federal Express waybills, address labels, rotary file cards, and a wide range of reports, as Conrail

management successfully opposed the government's efforts to sell the railroad to one of its competitors.

Steve chronicled the media relations battle over Conrail's independence -- in which technology played a key role -- in the Fall 1995 issue of *Public Relations Strategist*, a quarterly magazine for senior public relations strategists published by the Public Relations Society of America (PRSA).

In 1984, Steve moved his technology practice to the IBM PC-AT platform, and pioneered Conrail's use of online database research, gleaning relevant news stories and financial analyses from CompuServe's Executive News Service and Dow Jones News/Retrieval, which he then distributed via electronic mail to interested senior executives at Conrail. He developed a spreadsheet and charting application that provided railroad executives with weekly financial performance comparisons of the six major U.S. railroads.

He also established procedures to distribute Conrail's subscription to *Electronic Daily Transportation Report*, which was transmitted via modem from *Traffic World Magazine* every night, and then emailed within Conrail to more than 200 people each morning.

In 1988, Steve joined the public relations department of Unisys Corporation, then the third largest computer manufacturer in the world, where he developed database and computer-to-fax applications for managing press contacts, press releases, and other information.

At Unisys, Steve also managed the media relations connected with Unisys' worldwide launch of document imaging products, including identifying a computer-graphics A/V support firm whose speaker support video and graphics made the international event truly memorable.

While at Unisys, Steve was a contributing writer for *PDN News*, a nationally distributed newsletter devoted to reviews of shareware<sup>1</sup> and public domain computer software. As vice president-membership for the PC Users Chapter of the *Transportation Research Forum*, he edited an academic newsletter about computer technology for some 300 chapter members, mainly in the field of transportation and logistics.

In 1990, Steve joined HRN, a nationally known public affairs/issues management consulting firm, where he served as Assistant Vice President/Director of Media Relations. He counseled HRN clients on media relations and technology issues, and redesigned HRN's customized media relations contact management software for several clients.

In 1990-1991, Steve engaged in three major technology consulting assignments: a technology needs assessment for the Media Relations & Public Affairs Department of the Association of American Railroads, Washington, D.C.; supervision of the preparation and formatting of Spanish-language RFP documents for a satellite manufacturer bidding on a Mexican Government contract; and the development of WordPerfect automation programs and document styles for a commercial printer, for use in preparing opinions on behalf of the U.S. Court of Appeals for the Third Circuit, in Philadelphia.

At Standard & Poor's from 1991-2000, he ensured that technology played a role in managing knowledge, from overhauling the firm's media relations and customer databases, to implementation of PC-based fax broadcasting and telephone conference calls for fast-breaking stories.

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<sup>1</sup>"Shareware" is computer software that is distributed on a "try-before-you-buy" basis. The shareware distribution channel offers small software developers the opportunity to disseminate their programs to a wide audience at very low cost.

He pioneered Standard & Poor's use of telephone conference calls between analysts and investors, a program that earned him a 1995 Corporate Achievement Award for Customer Service from Standard & Poor's parent, The McGraw-Hill Companies, Inc. He coordinated and personally hosted some 150 telephone conference calls annually on rating methodology and credit quality trends.

In July 1998, he spearheaded the introduction of Internet-based delivery of the conference calls via the Standard & Poor's web site, using RealAudio™ streaming media technology. Standard & Poor's was the first credit rating agency to employ web delivery of audio programs. Since 1992, more than 20,000 people have participated in these programs.

He also helped spearhead the consolidation of contact management databases into a single comprehensive knowledge base for S&P analysts and business development officers.

An active and fluent user of the Internet, Steve used the Internet beginning in 1993 to identify research resources for Standard & Poor's people. He served as co-chair of Standard & Poor's World Wide Web task force, which developed Standard & Poor's presence on the Internet. In that capacity, he taught himself Web page design and the HTML language, and personally designed the first prototype web pages for the Standard & Poor's home page in 1994.

In August 1996, he began writing *CompuSchmooze*™, a monthly newspaper column on Jewish aspects of computer use, in the *Jewish Community Voice*, published by the Jewish Federation of South Jersey. The column has also appeared in the *Jewish Times of the South Jersey Seashore* (Atlantic City, NJ) and the *Temple Emanuel Light*. In 2005, he supplemented the column with a blog and podcast, which amplifies the column's news content with audio interviews featuring technology executives and software developers.

Podcasting is a key part of Steve's practice as a communications counselor. He launched the podcasting division of his communications consultancy in April 2005, and currently produces podcasts on public relations and the news media (Lubetkin's Other Blog Podcast), the financial markets (RatingAgency.com), technology (The CompuSchmooze™ Podcast, to supplement his newspaper column), and in December 2005 launched the "Middle Chamber Books Podcast," focusing on books and authors.

He has also developed podcasting partnerships to produce seminar recordings for Rutgers University's popular Quarterly Business Outlook panel in South Jersey, and for the NJ Bankers Association. He also creates podcasts for such clients as ACE-INA Insurance, a global insurer headquartered in Philadelphia; Sun National Bank, a commercial bank in Vineland, NJ; Pinnacle Financial Advisors, a wealth management advisory firm in Marlton, NJ; NAPL, a leading trade association serving the graphic communications industry; the Public Relations Society of America national organization and its Philadelphia chapter.

### **Speaking Appearances on New Technologies**

Steve also has extensive public speaking experience on new social media like blogs and podcasts.

So far in 2006, he has given presentations about social media at the American Association of Medical Society Executives' annual conference in Montreal; the US State Department's Foreign Service Institute in Arlington, VA; the PR Council of Greater Atlantic City; the South Jersey Pharmaceutical and Medical Technology Industry Alliance annual conference; the New Jersey

Communications Advertising and Marketing Association; and the Public Relations Society of America/New Jersey Chapter's Public Relations Institute, Rutgers University.

In September 2006, he will travel to the Philippines to serve as a keynote speaker at the National Congress of the Public Relations Society of the Philippines, and will make several other speaking appearances before groups of students, journalists, Bloggers, and podcasters, as a guest of the US Embassy in Manila.

In October 2006, Steve will speak on podcasting and blogging at the Information Technology Project Conference of the New Jersey Association of Mental Health Agencies in East Windsor, NJ, and at the annual conference of the Public Relations Global Network, a global alliance of public relations agencies, in Philadelphia .

In August 2005, he gave a presentation on blogging and podcasting to the Communications Committee of the National Chicken Council, a leading poultry industry trade association. He spoke on the same topic at a National Chicken Council seminar in Philadelphia in April 2006. He also led an August 2005 conference call seminar on podcasting for the Public Relations Society of America that drew more than 100 attendees.

On September 29, 2005, Steve was a panelist on the topic of Blogs, Podcasts, and RSS feeds as part of the PRSA/New York MegaTech Day event. A two-hour podcast he produced from that panel has been downloaded by nearly 500 listeners, demonstrating the significant demand for highly focused podcast content and programming.

In February 2006, Steve was a guest lecturer in the Schering-Plough Executive Lecture Series at Fairleigh Dickinson University, his second appearance in the Lecture Series. He spoke about blogging and podcasting, and engaged in a Socratic dialogue with Christopher Winans, vice president of media relations at American International Group, regarding financial communications in the bond rating markets.

In March 1999, he chaired a panel discussion on using the Internet to communicate with traditional journalists at the PRSA Technology Section's national conference in Washington, DC. For several years in the mid 1990s, he helped organize the Technology Section's popular "Mega-Tech Day" technology seminar in New York, frequently moderating panels of technology journalists or technology analysts.

In April 1999, he organized and hosted a conference for the New York Society of Security Analysts on the impact of the Year 2000 computer problem on the financial and securities markets; the keynote speaker for the conference was the Hon. Ahmad Kamal, then Pakistan's ambassador to the United Nations, who was serving as the UN's Y2K coordinator.

Steve's other speaking appearances have included:

- PRSA Technology Section's annual MegaTech Day, program chair and moderator, 1993-1997.
- Temple Emanuel Summer Services, presentation on "The Digital Jewish Family," about using the Internet for genealogical research, July 1997.
- South Jersey Communicators' Club, breakfast presentation on the bond rating process, January 1998
- Temple Beth Sholom Men's Club, breakfast presentation on the Internet, February 1998

- Panel Chair, "How to Reach Conventional News Media Using the Internet," PRSA Technology Section's second annual National Technology Conference, March 10, 1999, Washington DC
- Program Chair, "The Year 2000 Computer Problem and its Implications for the Financial Markets," New York Society of Security Analysts, April 26, 1999.
- Workshop Presenter, "Telephone Conference Calls," 2000 PRSA International Conference, Chicago, October 2000.
- Program Moderator, "Shareholder Lawsuits," PRSA Financial Communications Section Teleconference, August 16, 2001.
- Workshop Presenter, "Multidimensional Merger Communications," 2001 PRSA International Conference, Atlanta, October 2001.
- Panelist, "After September 11 – Emergency Preparedness and Security," New Jersey Bankers Association, December 18, 2001.
- Conference Call Moderator, "PRSA Financial Communications Section Conference Call on Bankruptcy Communications," August 15, 2002.
- Conference Call presenter, "Planning and Implementation," preparation course for the Examination for Accreditation in Public Relations, sponsored by PRSA, April 27, 2004.
- Guest speaker, Cherry Hill Hadassah Chapter, "Mel Gibson's The Passion of the Christ," – a Jewish perspective," June 3, 2004.
- Guest speaker, Cherry Hill Hadassah Chapter, "Exploring The DaVinci Code," September 2004.
- Keynote speaker, Rowan University Public Relations Student Society of America (PRSSA) new member induction luncheon, Williamstown, NJ, December 3, 2004.
- Luncheon speaker, Charlotte, NC, PRSA Chapter Luncheon, "National Trends in Public Relations," January 26, 2005.
- February 15, 2005: Conference Call presenter, "Planning and Implementation," preparation course for the Examination for Accreditation in Public Relations, sponsored by PRSA.
- Keynote speaker, American Bankers Association Bank Marketing Network program, "Public Relations Needs a New Image," March 3, 2005, Woodbridge, NJ.
- Conference speaker, College and University Public Relations Association of Pennsylvania (CUPRAP), "How to Keep the Media Neutral in a Crisis," March 9, 2005, Hershey, PA.
- Conference Speaker, Schering-Plough Lecture Series, Fairleigh Dickinson University, Madison, NJ, "Business, Media, Ethics," March 19, 2005.
- Guest speaker, Temple Emanuel Men's Club, "Jewish Genealogy," April 3, 2005.
- April 27, 2005: Guest speaker, Philadelphia Communications Academy Career Day , Roxborough High School.
- Presenter, Public Relations Society of America Leadership Rally, New York, June 11-12, 2005.
- August 9, 2005: Teleseminar presenter, "PRSA Teleseminar: How to Create a Podcast: What Practitioners Need to Know to Deliver Audio Programs Via the Web"
- September 16, 2005: National Chicken Council, Communications Committee meeting, Baltimore, MD - Blogging and podcasting presentation.

- September 29, 2005: Blogging and podcasting panel, PRSA/New York Chapter MegaTech Day program, New York.
- October 16, 2005: Remarks on behalf of the Catholic-Jewish Commission, at Iftar Dinner held by Burlington American Turkish Organization.
- October 27, 2005: Verizon and Messianic Jews, Presentation to Woodcrest ORT, Cherry Hill, NJ.
- November 30, 2005: Guest speaker, Rowan University Chapter, Public Relations Student Society of America (PRSSA).
- December 5, 2005: Guest speaker, New Jersey Shortline Railroad Association.
- February 9, 2006: Philadelphia Association of Legal Administrators
- February 26, 2006: Schering-Plough Executive Lecture Series, Fairleigh Dickinson University, Madison, NJ.
- March 22, 2006: Public Relations Society of America/New Jersey Chapter's Public Relations Institute, Rutgers University, workshop on blogging and podcasting.
- April 11, 2006: New Jersey Communications, Advertising and Marketing Association (NJ CAMA), luncheon speaker on blogging and podcasting, Princeton, NJ
- April 24, 2006: Seminar on blogs and podcasting for food writers, sponsored by the Communications Committee of the National Chicken Council, Philadelphia, PA.
- July 27, 2006: American Association of Medical Society Executives Annual Conference, "Podcasting, Wikis, and Blogs - Oh, My!" Montreal Canada.
- August 11, 2006: Presenter on Public Relations Society of America Teleseminar for PR Accreditation candidates on "Technology."
- August 24, 2006: US Department of State Foreign Service Institute public policy conference, Arlington, VA

### **Upcoming Appearances**

- September 28, 2006: Keynote speaker, National Congress of the Public Relations Society of the Philippines, Manila
- October 17, 2006: Information Technology Project Conference of the New Jersey Association of Mental Health Agencies.
- October 27, 2006: Public Relations Global Network, annual conference, Philadelphia.

Steve served three terms as Chairman of the Financial Communications Section of PRSA, and served in 1994-95 as Chairman of PRSA's national Communications Technology Committee, which advised the Society's national board of directors about technology issues.

He also served two terms as chair of PRSA's Technology Section, and chaired the section's annual Technology Media Panel in 1994 and 1995, and the security analysis panel of the section's "Mega-Tech Day" seminar in 1996. He has written extensively on computer technology topics for PRSA and internal Standard & Poor's publications.

In 1995, 1996, 1997, and 1998, he served as a judge for PRSA's national competition, the Silver Anvil Awards, to recognize excellence in public relations programs.

He is a past member of the board of directors of PRSA's Philadelphia Chapter, and one of only 4,600 public relations practitioners nationwide who have earned the designation "Accredited in Public Relations" by passing an extensive oral and written examination administered nationally by PRSA. From 1997-2002, he was a member of the Universal Accreditation Board, which oversees development and administration of the PRSA Accreditation Program.

In 1999, he was elected to the PRSA College of Fellows, an honor considered the capstone of a public relations practitioner's career.

In December 2005, he completed a three-year term on the National Board of Directors of PRSA. He currently serves the Philadelphia PRSA Chapter as its webmaster, photographer, and podcaster.

### **Community Affairs Background**

Steve is also active in community affairs. He is vice president-membership and public relations of Temple Emanuel, the largest Reform synagogue in New Jersey. He previously served as vice president-education, responsible for the synagogue's religious school, preschool, adult education, youth groups, and library. From 1982 through 1986, he provided public relations counsel to Temple Emanuel, including preparation of news releases and photos surrounding the Temple's 35th and 40th anniversaries. A member of the synagogue since 1981, he has been a member of Kol Emanuel, the adult choir, and is a past president of the synagogue's Men's Club. He is webmaster for Temple Emanuel's web site ([www.templemanuel.org](http://www.templemanuel.org)).

In 2005, he completed a two-year course of studies in the Sh'liach Kehillat/Synagogue Associate Program conducted by the Union for Reform Judaism at Hebrew Union College-Jewish Institute of Religion, Cincinnati, which trains lay leaders of congregations to assist clergy in performing life cycle events such as baby namings, hospital visitations, shiva services, funerals, and other educational functions.

In 2001, he was named chairman of the Web Site Subcommittee for the Jewish Federation of Southern New Jersey, and serves as a member of the Federation's Marketing Committee.

In May 2002, he was named to the board of directors of the Jewish Community Relations Council (JCRC), the human relations, public policy, and social advocacy agency of the Jewish Federation of Southern New Jersey, and in March 2003 was named to the JCRC's Executive Committee.

In September 2004, he was recognized by the JCRC with its Technology Achievement Award. He currently serves the JCRC as vice president, government and public relations. He is also a member of the JCRC-sponsored Catholic-Jewish Commission, an interfaith dialogue group, and has produced podcasts from several interfaith lecture programs.

He also served for four years (1988-1992) as public relations counsel and a member of the Board of Directors of Golden Cradle, a nationally known nonprofit adoption and maternity services agency in Cherry Hill.

Steve was named in Marquis' Who's Who in the East, 25th Edition, 1995-1996, and Who's Who in the Media and Communications, first edition, 1997-1998. He is a past master (1985) of Haddonfield-Cherry Hill Lodge #15, Free & Accepted Masons, and is a member of several other Masonic organizations.

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

His participation in the Phoenix program was featured in the August 26, 1992 issue of *Fortune* magazine, the June 10, 1994 issue of *Asahi Shimbun*, a leading Japanese daily newspaper, and in the January 22, 1995 issue of the Gannett-owned *Courier Post*, Cherry Hill, NJ, as well as in several in-flight magazines and an in-flight business audio program.

His MBA thesis, *Bond Ratings in Cyberspace: A Study of the Feasibility of Computer-Supported Rating Committees at Standard & Poor's Ratings Group*, surveyed bond analysts' attitudes toward the use of advanced computer communications technology.

## **Personal**

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

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