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## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **NJBankers Partners with Lubetkin & Co. Communications To Offer Podcast Audio Programs to Association Members**

**CHERRY HILL, NJ – November 30, 2005** – NJBankers, a trade association representing the New Jersey banking industry, has partnered with Cherry Hill-based Lubetkin & Co. Communications to offer audio broadcasts of selected seminar programs to its members over the Internet, a delivery mechanism known as “podcasting.” This will be NJBankers’ first venture into Internet distribution of its audio programming.

Lubetkin & Co. will produce podcast recordings and deliver the Internet podcast “feeds” to NJBankers so that association members can download the recordings for review on their computers or portable digital audio players.

“Our members are becoming increasingly sophisticated about the use of time-shifting technology like podcasting for their continuing education activities, so we are pleased to be able to offer our members this opportunity to hear our panel programs at a time that’s convenient for them,” said Timothy E. Doherty, NJBankers vice president and director of communications. “Podcasting is a cost-effective and engaging way for our members to participate in these programs, even if they cannot attend in person.”

The first NJBankers podcast program will be “Forecast 2006,” a December 1, 2005 panel discussion on the New Jersey state economy, with participants Thomas A. Bracken, President &

CEO, Sun Bancorp, Inc.; Dr. Joseph J. Seneca, a professor at the Edward J. Bloustein School of Planning & Public Policy and Chairman of the New Jersey Council of Economic Advisors; and Janine J. Akey, Chief Examiner, NJ Department of Banking & Insurance.

“NJBankers is taking a dramatic leap ahead of other financial trade associations in New Jersey by embracing podcasting technology to increase the reach of its excellent seminar programs,” said Steven L. Lubetkin, managing partner of Lubetkin & Co. Communications. “Businesses and trade organizations like NJBankers can provide valuable information to an even broader group of stakeholders through Internet-delivered audio broadcasts like this one.”

Lubetkin & Co. 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.

Lubetkin, a veteran of more than 25 years in corporate communications, is a frequent speaker on technologies like blogging and podcasting. He worked as a broadcast news anchor and hosted more than 1,000 investor relations conference calls during a ten-year stint on Wall Street. Lubetkin & Co. specializes in strategic communications advice for corporate clients, executives, and other organizations. Its website is [www.lubetkin.net](http://www.lubetkin.net).

NJBankers is an organization dedicated to serving the banking industry and its affiliates by representing banking-related interests at all levels of government and by providing information and educational training to promote sound banking practices and financial services to the communities and businesses of New Jersey. Its website is [www.njbankers.com](http://www.njbankers.com).

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**Editors, Note:** Mr. Lubetkin is available to discuss how podcasting technology can help organizations communicate effectively with their audiences. A copy of NJBankers inaugural podcast will be available on request. Please call Steve Lubetkin at (856) 751-5491 or email [steve@lubetkin.net](mailto:steve@lubetkin.net).