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## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **Rutgers Will Podcast Popular Quarterly Business Outlook Economic Program With Lubetkin & Co. Communications**

**CHERRY HILL, NJ – January 6, 2006** – The Rutgers University School of Business at Camden will harness Internet audio technology to distribute the first 2006 session of its popular Quarterly Business Outlook program. Rutgers-Camden will partner with Cherry Hill-based Lubetkin & Co. Communications to offer audio broadcasts of the January 24 panel over the Internet, a delivery mechanism known as “podcasting.” This will be the school’s first venture into Internet distribution of its highly regarded regional economic forum.

Lubetkin & Co. will produce podcast recordings at the Quarterly Business Outlook and make available Internet podcast “feeds” to Rutgers so that interested listeners can download the recordings for review on their computers or portable digital audio players.

“Our audiences, especially busy executives and time-constrained business leaders, are becoming increasingly sophisticated. Time-shifting technology like podcasting helps to keep them informed about our activities, so we are pleased to be able to offer this opportunity to hear the unique economic and strategic knowledge offered by the Rutgers-Camden Quarterly Business Outlook panel program at a time that’s convenient for them,” said Michael Sepanic, Rutgers-Camden communications director. “Podcasting is a cost-effective and engaging way for people to participate in these programs, even if they cannot attend in person.”

The first Rutgers-Camden business podcast will be recorded at the regular Outlook panel in Cherry Hill on January 24, 2006. Panelists scheduled to appear are:

- Joel Naroff, chief economist with Commerce Bank, Cherry Hill
- Richard Murray, president and CEO of Kennedy Health System, Stratford
- Keith Campbell, board chair of Mannington Mills, Inc., Salem
- Ronald Wilson, president and COO of the Philadelphia Coca-Cola Bottling Company
- William Hankowsky, chair, president, and CEO of Liberty Property Trust, Malvern, PA.

“Rutgers is taking a dramatic leap ahead of other academic institutions 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. “Business presentations like the Rutgers-Camden Quarterly Business Outlook 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. In December 2005, Lubetkin & Co. produced the first podcast for NJBankers, a trade association representing major banks in New Jersey. The firm also produces its own podcasts on such topics as public relations, computer technology, bond ratings, and interviews with book authors.

Lubetkin, a veteran of more than 25 years in corporate communications, a newspaper columnist and former broadcast news anchor, is a frequent speaker on technologies like blogging and podcasting. He also hosted more than 1,000 investor relations conference calls during a ten-year stint on Wall Street that included producing the first-ever audio webcasts by a global bond rating agency. Lubetkin & Co. specializes in strategic communications advice for corporate clients, executives, and other organizations. Its website is [www.lubetkin.net](http://www.lubetkin.net).

A prominent center for economic development, scholarly research, and business education, the Rutgers University School of Business at Camden enrolls 535 upper-division undergraduate and 273 master of business administration (MBA) students attending classes on campus and in Atlantic City, Mount Laurel, and Voorhees. Established in 1988, the school has 37 full-time

faculty whose research innovations are respected internationally. Rutgers-Camden is the first business school in southern New Jersey to earn international accreditation.

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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 Rutgers' inaugural podcast will be available on request. Please call Steve Lubetkin at (856) 751-5491 or email [steve@lubetkin.net](mailto:steve@lubetkin.net).