

## Steve Lubetkin



Steve Lubetkin is a technology-savvy veteran of more than 25 years in corporate and financial communications, and print and broadcast journalism.

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

A veteran radio news broadcaster, Steve pioneered Standard & Poor's investor conference calls, earning a Corporate Achievement Award for Customer Service from Standard & Poor's parent, The McGraw-Hill Companies, Inc.

Podcasting (see photo) is a key part of Steve's practice as a communications counselor. He currently produces podcasts on communications, technology, and authors. He produces seminar podcast recordings for Rutgers University's popular Quarterly Business Outlook panel in South Jersey, the NJ Bankers Association, and the Public Relations Society of America's Philadelphia chapter.



### About Lubetkin & Co. Communications

Lubetkin & Co. Communications is a diversified communications services firm with practices in three broad areas: public relations and strategic communications; Internet broadcasting; and publishing.

We offer a broad range of public relations and communications services for firms of all sizes, to help clients enhance their professional image to their own clients and prospective clients, as well as to their professional peers and others.

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**Lubetkin & Co.  
Communications**

## Using Podcasts for Business Communications



Steve Lubetkin, Managing Partner of Lubetkin Communications, adjusts microphone for Sun National Bank president Tom Bracken during a recent podcast recording

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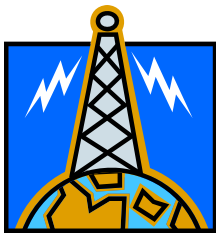
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## How Can Podcasting Help My Business?

### Podcasting: Time-Shifted Radio Programs

**B**usiness audiences — including traveling employees, time-constrained executives, and important customers — are becoming increasingly sophisticated.



They want information to be available when they need it, not when content providers prefer to deliver it.

Time-shifting technology like Internet audio broadcasting, or “podcasting,” enables the forward-looking organization to keep these key constituencies informed about its activities.

### How Does Podcasting Work?

We create a digital audio recording of your content. Content can be any or all of the following:

- A speech by your executives
- A panel discussion on your business
- An interview with thought leaders in your firm
- Case histories described by clients
- Employee communications program information

The digital audio is edited — with your direction and input — and a finished program is made available to listeners through a hyperlink on your website or by subscription to a “podcast feed.”

Your customers, employees and other interested parties can download the program, listen to it on their computers, portable digital music players, or burn it to CDs.

Podcasting extends the life of your

program's content to audiences that otherwise would not participate because of schedule and travel constraints, and demonstrates the value of your programming to prospective audiences.



Our expertise in production of long-form radio news programming helps you

leverage the podcasting technology to produce interesting, engaging programs.

Contact us for a no-obligation consultation about your podcasting opportunities!

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