

# LUBETKIN & CO. COMMUNICATIONS LLC

708 CRESTBROOK AVENUE  
CHERRY HILL, N.J. 08003  
(856) 751-5491 • (267) 295-1112 Fax  
<http://www.lubetkin.net>

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

**Contact:** Steven L. Lubetkin, Managing Partner  
(856) 751-5491 or [steve@lubetkin.net](mailto:steve@lubetkin.net)

### **Lubetkin Communications LLC/Professional Podcasts LLC Managing Partner Steve Lubetkin Was Keynote Speaker at Philippines Public Relations Conference**

CHERRY HILL, NJ – October 23, 2006 -- Steve Lubetkin, managing partner of Cherry Hill-based Professional Podcasts LLC, recently completed a speaking tour of the Philippines that included a keynote appearance during “Mindmap: Charting The Course of PR In A New Media Age,” the 13<sup>th</sup> National Congress of the Public Relations Society of the Philippines, held in Manila in late September.

Lubetkin’s presentation, “Reaching Out to the Next Millennium of Online PR: The Impact of Social Media,” discussed the increasing influence of the “social media” represented by podcasts (Internet-distributed audio and video programs) and blogs (web journals facilitating two-way conversations).

“This was an incredible opportunity to explore the new frontiers of social media with a cosmopolitan audience of international public relations professionals in a rapidly emerging part of Asia,” Lubetkin said. “

More than 200 public relations practitioners attended the conference, even though it took place during Typhoon Milenyo, the worst typhoon to hit Manila in 11 years. Excerpts of the presentation, along with excerpts from other speakers at the conference, will be available in Lubetkin’s podcast program, “Lubetkin’s Other Blog Podcast,” via RSS feed (<http://feeds.feedburner.com/lubetkinsotherblog>) and through the Apple iTunes Music Store.

Lubetkin’s visit to the Philippines was underwritten through a grant from the US Embassy, and facilitated through the Global Public Relations Initiative of the Public Relations Society of America. Lubetkin completed a three year term on the PRSA national board of directors in 2005.

During his week-long visit, he also spoke to more than 100 journalism and mass communications students at the Mass Communications Department of the University of the Philippines (Diliman) and before 150 members of the Junior Entrepreneurial Marketing Association at De La Salle University in Manila. He also was interviewed on the Studio 23 "Breakfast" Show produced by ABS-CBN, one of the two major national TV networks in the Philippines.

An account of his trip will appear in a forthcoming issue of *Attitudes*, the quarterly lifestyle publication of the Jewish Federation of Southern New Jersey.

Professional Podcasts LLC, a wholly owned subsidiary of Lubetkin Communications, is a leading provider of business podcasting services for corporations and professional organizations. The firm launched its Internet broadcasting practice in April 2005, counseling clients about the effective use of podcasts and blogs. The firm focuses on production of high-quality podcasts for clients.

Lubetkin, a frequent speaker at professional conferences and other meetings, is a veteran broadcast news anchor and corporate communications executive for large corporations. His firm specializes in strategic communications advice for corporate clients, executives, and other organizations. More information is available at [www.lubetkin.net](http://www.lubetkin.net) or at [www.professionalpodcasts.com](http://www.professionalpodcasts.com).

###

**Editors Note:** Mr. Lubetkin is available for interviews regarding the Philippines trip. High-resolution RAW and JPEG images are available, as well as video of his TV appearance. Please contact Steve at (856) 751-5491 or [steve@lubetkin.net](mailto:steve@lubetkin.net).