



ProfessionalPodcasts.com

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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NJ Bank Marketing Group Produces “Forecast 2010” Video Podcasts With Cherry Hill Video Firm

CHERRY HILL, NJ – January 5, 2010 – The New Jersey Bank Marketing Committee, a trade association representing marketing professionals in the New Jersey banking industry, is distributing a new series of video podcast programs from the group’s annual “Forecast 2010” program.

The NJ Bank Marketing Committee has been distributing podcasts since March 2005, initially in audio form, and since 2008 as video programs. The podcasts are produced in partnership with Cherry Hill-based Professional Podcasts LLC, a subsidiary of Lubetkin Communications.

The newest NJBA podcast is available in three segments. Part one of the podcast program features a presentation by Raymond Hallock, president and CEO of Columbia Bank, Fair Lawn, NJ. Part two features remarks by Thomas X. Geisel, president and CEO of Sun National Bank, and part three features the presentation by Paul K. Napoli, retired vice chairman, U.S. Trust Corporation.

“Our podcasts average between 300 and 600 downloads, so it’s clear that our members want us to provide time-shifting technology like podcasting for their continuing education activities,” said Dennis Kane, Director of Marketing, Amboy Bank, and chairman of the Bank Marketing Committee. “Podcasting is a cost-effective and engaging way for our members to participate in these programs, even if they cannot attend in person.”

“For five years now, the New Jersey Bank Marketing Committee has been a visionary organization, far 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 Professional Podcasts. “Audio and video podcasts can provide important information conveniently to clients, members,

and other constituencies. Podcasts don't force those audiences to use less-flexible programming formats like conference calls or web streams, which require busy and time-constrained participants to gather at a common time. Podcast viewers get the information they need -- at a time when they want it."

The videos are available for viewing (no cost) at <http://njbankmarketing.com/pages/podcasts.htm>, or on the NJ Bank Marketing Committee's podcast blog page, <http://njbapodcasts.blogspot.com/>.

The video programs are also available at no charge to subscribers to the Apple iTunes Music store (www.itunes.com) and can be accessed directly in iTunes at this URL: <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=130353630>

Interested viewers can also subscribe to NJ Bank Marketing podcasts through an RSS Feed at <http://feeds.feedburner.com/NJBAPodcasts>. There is no cost to subscribe to an RSS feed.

In addition to their educational value, the NJ Bank Marketing podcasts also provide a sponsorship opportunity to organizations interested in reaching the podcast audience. More information about sponsoring the podcasts is available from Professional Podcasts.

About Professional Podcasts LLC/Lubetkin Communications

Professional Podcasts LLC produces audio, video, e-learning, and other multimedia content for businesses and professional organizations. Since 2005, Professional Podcasts has been counseling clients about the effective use of social media, like podcasts and blogs (online journals) as tools that facilitate two-way communications with customers, employees, and others. Professional Podcasts shared a 2009 JASPER Award from the Jersey Shore Public Relations & Advertising Association with Take This Journey LLC for a video they produced for Samost Jewish Family and Children's Services. Professional Podcasts previously won a 2008 JASPER for its audio podcasts for a trade association.

Professional Podcasts produces high-quality audio and video podcasts for Walmart Stores; [the National Association of Realtors](#), Amboy Bank; the [American Cancer Society](#), the [American Institute of CPCU/Insurance Institute of America](#); the CCIM Institute; Sun National Bank; the Rutgers University School of Business Administration's popular [Quarterly Business Outlook Seminar](#), NAPL, a graphic communications trade association, NJBankers, a trade association representing major banks in New Jersey, [Leadership NJ](#); the Public Relations Society of America. The firm also produces its own podcasts focusing on [public relations](#), [computer technology](#), [bond ratings](#), and [interviews with book authors](#).

More information and links to audio podcasts are available at <http://www.professionalpodcasts.com/>.

Video podcasts are available at <http://professionalpodcasts.blip.tv/>.

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Editors, Note: Mr. Lubetkin is available to discuss how podcasting technology can help organizations communicate effectively with their audiences. Copies of the NJBankers podcast are available on request. Please call Steve Lubetkin at (856) 751-5491 or email steve@professionalpodcasts.com