



STEVEN L. LUBETKIN, MBA, APR, FELLOW, PRSA  
SENIOR FELLOW, SOCIETY FOR NEW COMMUNICATIONS RESEARCH  
STRATEGIC PARTNER, SOCIAL MEDIA/CRISIS COMMUNICATIONS

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Steven L. Lubetkin, APR, Fellow, PRSA, is the managing partner of Lubetkin & Co. LLC, a diversified public relations, Internet broadcasting, and communications consulting practice, and its Professional Podcasts LLC subsidiary, which produces audio and video podcasts. He is also strategic partner with Grossman Public Relations LLC for social media and crisis communications.

Steve is a seasoned technology futurist who, as a music reviewer, first used computer technology to cover a Grateful Dead rock concert in 1977, the first concert ever covered digitally in New Jersey. He has included an email address on his business card since 1988. Since 1996, Steve has also been the author of "CompuSchmooze," a monthly column about technology (frequently with a Jewish focus), in the *Jewish Community Voice of Southern New Jersey*, a 20,000+ circulation biweekly publication of the Jewish Federation of Southern New Jersey.

Steve is a Senior Fellow of the Society for New Communications Research, a global nonprofit think tank dedicated to the advanced study of new communications tools, technologies and emerging modes of communication, and their effect on traditional media, professional communications, business, culture and society. The Society's Fellows include more than three dozen futurists, scholars, business leaders, professional communicators, members of the media and technologists from around the globe. He is also a member of the Society's advisory board.

Steve formed the firms in December 2004, after a successful 25-year career in corporate public relations, including managing communications during the privatization of Consolidated Rail Corporation in 1985-1987, and supporting completion of the \$47 billion Bank of America-Fleet Bank merger. He also helped manage news coverage of the earlier \$7 billion acquisition of Summit Bancorp by Fleet Bank.

Steve's background includes producing and hosting more than 150 investor conference calls a year for Standard & Poor's, a program that won a 1995 McGraw-Hill Companies Corporate Achievement Award for Excellence in Customer Service, and news anchoring at WJLK-AM/FM Radio, Asbury Park, NJ, and on-air music show hosting experience at WRLB-FM, Long Branch, NJ.



Professional Podcasts LLC is an award-winning producer of audio, video, and multimedia content for distribution over the Internet as podcasts, vidcasts, video and audio news features, screencasts and other formats. The firm has extensive experience in corporate and financial public relations and strategic communications, so it is able to help clients create highly effective, content for Internet broadcasting and dramatic digital photojournalism, and engaging, cost-effective materials that drive client visibility on the Internet. In 2008, Professional Podcasts received a prestigious JASPER award for podcasting from the Jersey Shore Public Relations and Advertising Association (JSPRAA).

Among its clients are the American Institute of Chartered Property and Casualty Underwriters/Insurance Institute of America; the CCIM Institute, a commercial real estate investment management trade association, NAPL, the trade association for excellence in graphic communications management; the National Association of Realtors, Sun National Bank; the Rutgers University School of Business Administration's popular Quarterly Business Outlook Seminar; NJBankers, a trade association representing major banks in New Jersey; Leadership NJ; and 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 is available at [www.lubetkin.net](http://www.lubetkin.net),  
[www.professionalpodcasts.com](http://www.professionalpodcasts.com), and [professionalpodcasts.blip.tv](http://professionalpodcasts.blip.tv).