



# the PRProfessional



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## Donna's Corner

Dear PRPLI Colleagues,

As I write this letter, the sun is shining, we haven't had a snow storm in several weeks, the temperatures are rising, and the forsythias are in bloom. So I guess spring has finally come to Long Island.

Spring brings some of the best programming PRPLI has to offer! On March 29, we had our inaugural "Pitching the Media" boot camp. While the audience was small for this first-time event, attendees benefited from the wisdom and experience of two seasoned PR professionals: Jody Fisher and Kali Chan. They shared some great tips on how to get the attention of the media. Now the attendees are prepared to "Meet and Pitch the Media" at our program on April 26. (See information on the Coming Up article in this newsletter on page 11.

I am also excited about our upcoming Awards Dinner on May 9, 2018! At our Awards Dinner, we recognize the lifetime achievement of a PR professional, a supporter of the Long Island community, a media stalwart, a mentor, and a rising star in our industry. We will also recognize two great PR campaigns this year, and present two students of PR with scholarships. Curious to know who our honorees are? Check out the article on page 8. Hint! Our very own newsletter editor, Louise Cassano, is

among the recipients! Congratulations to Louise for all her accomplishments and achievements. This is a well-deserved recognition. I hope you will come out and support this year's honorees at the dinner. If you can't make the event, consider showing your support with an ad or sponsorship.

Also in the spring, we consider the future of PRPLI. If you are interested in serving on the board of directors of PRPLI, now is the time to raise your hand. The nominating committee is taking recommendations and will have the slate ready for announcement to the membership by mid-May. The slate will be voted upon at our annual membership meeting on Tuesday, June 19. The meeting is free to all members (dinner included) and a great way to get to know the new board. The location will be announced in an upcoming PRPLI Newsbite.

As you can see, spring is a great time to be a PRPLI member. If you have any questions or wish to make a board nomination, please contact me at [info@prpli.org](mailto:info@prpli.org).

Best regards,

Donna Rivera-Downey  
President

## Who We Are

Our Board consists of the following members:

### **Executive Board:**

President: Donna Rivera-Downey

Executive Vice President:

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### **Editor:**

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### **Design/Layout:**

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### **Copy Editor:**

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For more information about PRPLI, please visit our website at [PRPLI.org](http://PRPLI.org) or email us at [info@prpli.org](mailto:info@prpli.org) 

## From The Editor



I recently learned that I had been selected to receive the Jack Rettaliata Lifetime Achievement Award by PRPLI. There are many words to describe the myriad emotions and recollections this announcement stirred, most of them inadequate to express what I am feeling.

I have often said that the point at which my education was fully realized was when I was studying for my master's degree and began to understand how everything I had learned, even as a child, was coming together to make me the person I had become.

I've written, too, about how acquaintances flow in and out of your life as you traverse the oceans of education and experience. How do you remember all of the people who have touched your life in one way or another, who have influenced you or, even more rewarding, whom you have influenced or benefited? Do you keep lists of names of people you've worked with? Do you collect business cards? Do you stop and inquire about a person's name when they do something unexpectedly noteworthy to or for you?

I've asked myself in the past few weeks, "What is a lifetime? How many years constitute a lifetime? Is it the end of a journey or the start of a new one?" All I know is that I've worked at a job since I was 16 years old (and I'm not revealing how many years ago that was); I've met hundreds of people who have made a difference in my life. I'm ashamed that I've forgotten some of them but proud that I remember many and can even picture their faces when I hear or read their names. I've been a clerk, an insurance broker, a reporter, an editor, an entrepreneur and, most importantly, someone dedicated to my family, which has always come first.

I have, historically, connected with women's issues and understand the benefits derived and those that still need correction. Our battles transcend centuries, and we have the ability and power to continue to make those changes. So many of the people I have known and so much of what I have learned is connected to these important issues and to the men and women who support them. I've learned that creating adversaries resolves little; it's building camaraderie that makes creative and important change.

I am in the midst of a continuing journey through life, and I thank and acknowledge all of the individuals, groups, organizations, and predecessors who have taught me that achievement is not something we gain by ourselves but is something we accumulate from everything we experience as we continue our pilgrimage.

Sincerely,

Louise Cassano

## PR Work Trends



Part II: What can we expect in 2018?  
By Ellen Christie

In the winter edition of The PProfessional, Ellen discussed trends in color and feel, and skill sets. If you missed that article, you will find it at <https://prpli.org/members-only/newsletter/>.

### TREND WATCH

Staying on top of changing trends will continue to be the order of the day. That will probably require more research than checking your social media. If you work for a large-size business, it can be a pleasurable learning experience to hire and work side by side with large research companies. If, however, you're working for smaller or local companies, setting up Google Alerts and Talkwalker Alerts for any and all the key words related to your industry can be invaluable. While you may go for days without seeing mentions that stand out to you as useful, eventually you will hit the jackpot. You may see competitors' announcements or stories from out of your area that you recognize as something you already have and can promote, or perhaps be inspired to enhance your services.



What kinds of research should PR pros in small companies, or in-house, be utilizing? "While having subscriptions to such databases to Lexus/Nexus and Cision help, those services can be costly," says Judy Welage, a 30-year PR pro and principal of Welage Public Relations. "The most basic thing all PR practitioners can do is stay on top of news related to their product, service and industry. Google Alerts will help identify trends in news coverage, as well as the outlets and reporters you should be targeting."

One trend this writer has noticed is that companies of all sizes are starting to recognize the need for PR and marketing. Whereas businesses or services might have

thought they could keep plugging away with, perhaps, a bit of advertising, the tide has changed. The past two refresher courses I have attended were filled with bankers, cookie bakers, hardware store owners, and a dog-walking service. So, with the savvier client base, how are PR and marketing agencies preparing for 2018? Jillian Weston of Jillian's Circus, an online marketing agency says, "One trend you'll see in 2018 is companies moving away from large spending on one or two marketing strategies and moving towards a more holistic, branded approach. A company needs PR, social media, a great website, SEO, and branded content in order to attract the new buyer, and companies are starting to take notice."



### VIDEO

While advertisers have always relied on moving images for selling products, 2017 saw a rise in the use of video by small companies and solo practitioners to build engagement. The trend is likely to continue. LinkedIn and Facebook have made it easy for just about anyone to share ideas and speak their mind. Is this a tool you plan to use this year? Mitch Tobel of the Amityville-based CTG Marketing reminds us to be careful to be sure your video is valuable.

"Keep your video content consistent with your brand and be sure to transcribe and translate," advises Tobel on his website <http://www.cgtmarketingllc.com/b2b-marketing-trends-for-2018/>. "In doing so, your content will be comprehended by those from different cultures and who speak other languages as well as those who are hearing impaired, and can also benefit SEO."

Editor's Note: Blind people watch video too, especially with audio description. <https://www.cnet.com/news/how-do-you-watch-a-movie-if-you-cant-see-blind-people-answer/>.

[Continued Online: Click Here](#)

## Observations



### Don't Make an "S" of Yourself

By William Krol

Making plurals of nouns in English is relatively easy (compared, for example, to German, in which nouns can be pluralized in several different ways). Generally,

we add some variety of "-s" to a singular noun.

For words ending in a consonant, we tack an "-s" onto the end of the word.

*John knew the robot apocalypse was upon him when he awoke that morning and realized he had not one **toaster**, but several **toasters**.*

For words that end in an "s" or an "ss" sound, we add "-es." (If the word already ends with an "e," then we simply add the "s.")

*John asked Mary if he could give her a **kiss**. Mary provided her informed consent and told John that yes, he could, in fact, give her many **kisses**.*

*When their child started criticizing their grammar, they assumed it was a **phase**. It was to be one of many such **phases**.*

For words that end in "o" where the penultimate letter is a consonant, we add "-es."

*Homer wrote **The Iliad** and **The Odyssey**, which detailed the adventures of the **hero** Odysseus. Odysseus is one of many Greek **heroes**.*

*(If you decide you want a sub for lunch, never, ever eat at a restaurant that advertises its "heros.")*

Words ending in "y" can be a little tricky. If the letter preceding the "y" is a vowel, then we just add an "s"; if that letter is a consonant, the "y" goes away and is replaced by "-ies."

*Monkeys like to eat **cherries**. (Not **monkeies** like to eat **cherrys**.)*

The "y" rule does not apply when the noun is a family name:

*The **Kennedys** of Massachusetts have been involved in politics for decades.*

*The **Daleys** were mayors of Chicago.*

(Never use an apostrophe "s" to indicate multiple members of a family: *The **Johnsons***, not *The **Johnson's***. In fact, never use an apostrophe "s" to indicate any type of plural.)

And that's all you need to know about making plurals in English. Except not.

Why? Because of English's habit of absorbing words and rules from other languages. Remember how glad we were that English didn't pluralize nouns the way German does? Well, sometimes it does. Old English (which was spoken in the British Isles from roughly A.D. 500 to 1100) derived from Germanic languages. Therefore, it adopted some of the pluralizing conventions as German such as adding "-en" to singular nouns. Today, there are just a few nouns we pluralize by adding "-en."

Farmer Ted had several **oxen**, not several **oxes**. He and his wife were fruitful and multiplied; they had many **children**, not many **childs**.

We can also thank Old English for mutant plurals (no, they're not the X-Men of plural nouns). Mutant plurals change sound when they pluralize. (If you're really interested in learning how mutant plurals developed, check out this YouTube video from Khan Academy: <http://bit.ly/MutantPlurals>.)

There are only a handful of words that form plurals by changing sound: one **tooth**, several **teeth**; you have a right **foot** and a left **foot** but two **feet**; the Cratchits cooked a **goose** for Christmas dinner, but if they could have afforded it, they might have made two **geese**; if you give a **mouse** a cookie, your house might get infested with **mice**.

Many words in English have their basis in Latin or Greek, so for some of those words, we follow the rules of the root language to form their plurals, rather than adding some form of "-s." You might keep a **cactus** garden, which contains many **cacti**; one **larva** but many **larvae**; one **fungus** but several **fungi**.

[Continued Online: Click Here](#)

## From The Reporter's Side:



### From the Reporter's Side: Drew Scott

Interview By Krista Giannak

As an Emmy and Edward R. Murrow Award winner, Drew Scott spent 20 years as a reporter and anchor at News 12 Long Island, retiring in 2017.

Scott's previous positions have included founding news director at WLNY Channel 55 and Washington, DC, correspondent for Tribune Broadcasting. Currently, Scott can be heard on JVC Broadcasting's LI News Radio, and he co-chairs the Southampton Town Opioid Addiction Task Force.

### EARLY CAREER

Drew Scott got his start in college as a radio journalist with WPIX-FM. "I like radio. It's very informal, not as rigidly structured as TV news, he says. "There's a lot of interaction with the audience over the telephone through phone interviews."

While in Bermuda on his honeymoon after graduation, he auditioned live for ZBM. The studio required a broadcast journalist for both television and radio, and he enjoyed his work as a news anchor.

"There was no such thing as instant television footage. You had to develop and edit the film, literally cutting it into pieces," Scott explains. "Even if it was breaking news, you couldn't put any pictures on the air until at least 45 minutes after the event happened."

"The real test of a journalist is arriving in New York City," he says, as he described working two shifts for WOR in the 1970s: one for the radio and one for television. "I prefer mornings because you tend to get fresh stories and breaking news events."

### POLITICAL JOURNALISM

In 1980, Scott moved to Virginia to establish Tribune Broadcasting's Washington bureau and a news program called *Independent Network News*. He covered Capitol Hill, would sometimes cover the White House, and followed Jimmy Carter on the campaign trail.

In 1981, Scott witnessed the attempted assassination of President Ronald Reagan. "It was stunning. You can't believe what you're seeing for the first few minutes, and then you realize you've got to step it

up and get going," he says. He hurried to call in the story from a phone across the street, and for the next few days, he stood in front of Washington University Hospital to report on the president's condition.

### INFLUENCING THE NEXT GENERATION

When Scott anchored the *LI News Tonight* television program and taught student journalists at NYIT in the 1980s, the students experienced a real-world news environment. They worked alongside paid news reporters on the program and had a daily 4 p.m. deadline. Many of the students would later join Scott as TV 55 or News 12 reporters.

"The students were actually sharing stories ... shoulder to shoulder with newscasters and reporters. There was no other program like it," he says.

One of his most meaningful stories was an interview for WPIX with a Nassau County woman with AIDS early in that crisis. She wanted to leave a legacy for her young daughter, but she still owed a mortgage and had little money.

"Her mortgage banker saw the story, and the next day, the bank forgave her mortgage. So the youngster, when her mother passed away, was able to inherit a house that was fully paid for. That showed me the power of the media, at times, can be for a good thing," Scott says.

### THE VARIETY OF LOCAL NEWS

Prompted by his wife's battle with breast cancer in 1997, Scott transitioned to News 12 Long Island, ending his daily commute to WPIX's New York City studios. When she recovered, he decided to stay.

"Every day would be a different day. It might be police involvement, political development, the Long Island Railroad, LIPA. The unexpected was very interesting," he says.

### CURRENT OPIOID CRISIS ADVOCACY

When Scott covered opioid arrests and the heroin trail as a journalist, he never imagined that one day, the opioid crisis would affect his family. In 2017, his granddaughter, *Hallie Rae Ulrich*, died

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Hallie Rae Ulrich

## In Case You Missed It

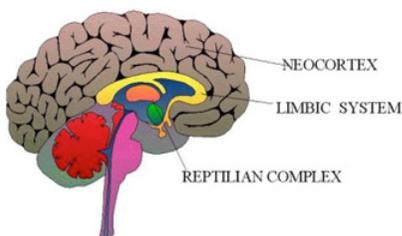


### Psychology of PR and Marketing, a Neuromarketing Conversation with Joanne Bloomfield, FCIM, February 28, 2018

By Heather M. Edwards

Neuromarketing is essentially a marketing research discipline, the results of which can be translated into a real-world environment, according to neuromarketing expert Joanne Bloomfield, FCIM, president of The Marketing Boutique and PRPLI guest speaker.

In her presentation, Bloomfield points out that neuromarketing explores human behavior in relation to how we make decisions. She says, "Understanding key brain systems and the role they play in decision making is critical. Over 90 percent of our decisions are made subconsciously (in the reptilian/limbic systems), which makes this approach to crafting messaging and design so important. It allows marketers to structure their



communication to accommodate the emotional cortex (the decision-making center of the brain) ahead of the slower, linear neocortex – where language is processed."

**Reptilian complex:** Instincts

**Limbic System:** Emotions; this is where 95 percent of decisions are made

**Neocortex:** Rational thinking/language processing

### How can you apply neuromarketing to your public relations and marketing efforts?

Appeal to our limbic brain: Emotion trumps logic every single time, says Bloomfield.

Endeavor to illicit an emotional response with your messages. This will create more meaningful, impactful communications that will help you position your brand/client in their subconscious.

Use different senses in your messages to provide a multisensory experience. Think beyond just writing

and incorporate video and sound, and utilize casual language.



**Sound:** Music transforms you back to a memory and forms an emotional response

**Scents:** Infuse scent on your materials, e.g., pine scent for a ski resort

**Touch:** Incorporate tactile messages, real-world touch to allow consumers to engage with your brand

Make your message bite-size and different. The emotional core of the brain is illiterate, it needs simple, emotional (visual) clues to decide if it wants to hang around to read.

- How many times can you recall a funny Super Bowl commercial, but cannot remember the brand it was for? Tell a story that resonates but always brings you back to your brand. Think Geico ... 15 minutes or ... you know the rest.
- Brevity makes all the difference in your writing. If your message is more than 400 words, you have lost the reader. Use art and images.
- Importance of photography: Your brain goes to the eye, a movement, a feeling, a story. Make your photos look natural.
- Millennials have grown up in the digital space; authenticity matters most.
- In reaching the media, focus on the person who takes care of the journalist, the gatekeeper, the rising star versus the actual journalist.

### Advice for Clients: Simple=True=Trust

- Market to human beings, not prospects.
- Do they understand me? Did I make it simple enough?
- In designing your website, make sure you follow the flow.
- Who likes us, how long have we been doing this, and then what do we do.
- Prospects are looking to connect, not transact.

[Continued Online: Click Here](#)

## He Said, She Said



### She Said... It's in the Bag!

I was flipping through Architectural Digest while waiting in the hair salon. There were about 50 magazines in the reception area to choose from, as the other ladies waited it out with smartphones. I was reading about Candace Bergen and got a glimpse of her East Hampton home where she designs BergenBags. She paints people's beloved pets on Louis Vuitton bags and donates the proceeds to charity.

After my hair was done, I Googled her. On her website, the tag line reads, "From One Old Bag to Another." On the homepage, there's the story of the BergenBag. We learn how Candace's daughter asked her to decorate her Louis Vuitton duffel. Her daughter posted it on Instagram and that generated positive comments. Now, Candace is personalizing bags with her drawings for friends and colleagues. She doesn't claim to be a painter, but she "used to draw cartoony things" and adds that "it's been a sharp learning curve but enjoyable."

I then found her on Instagram and now I follow her.

Later that same day, I spotted a bag I liked in the window of a local boutique. It was a painted tote, not anything like a BergenBag, but sort of. The shopkeeper told me it was 10 percent off, and that she only had one, and the sale was running for a few days. I told her I'd think about it, as George waited outside with Bella, our Maltese, who I wish could be painted on my tote. He told me to buy it. "It's not a BergenBag," I replied.

As public relations professionals, we are hired to tell stories to sell products or services. We have to figure out the best places to tell these stories. We also have to make emotional connections with our publics to encourage them to use the services of our clients or to buy the products.

In marketing, the Rule of 7 proclaims that it take 7 times or "touch points" for your name or your company or product to stick in the psyche of your potential customer or client. Let's walk back a few steps and look at my example.



I'm a fan of Candace Bergen, as Murphy Brown was one of my favorite television shows. But I never heard of the BergenBag until I read a print article (nicely placed by a public relations person). I like her; I like bags; and I like dogs and crafty things. So I Googled BergenBag. Thanks to SEO (Search Engine Optimization), I found her site. The excellent copywriting skills and typeface selected kept my attention long enough to read about the Instagram account. While window shopping, I mentioned the bag to George. I'm now writing about it, to you all, an audience of public relations people, and hey, maybe you'll even mention the BergenBag to one of your networkers.

And if you decide to buy one or find someone who wants to buy one, please let Candace Bergen know who you heard about it from (aka referral source).

***Debra Scala Giokas is the director of marketing at Certilman Balin Adler & Hyman, LLP. She has been working at the law firm for more than 18 years. She tweets about communication related topics, more or less, @debrascalag.***

### He Said... A Recipe for Marketing . . .

Now that I know what Deb wants for Christmas, her story reminds me of my own brush with celebrity marketing.

A couple of weeks before my birthday last September (yes, I'm a Virgo), I was about to retire for the night when I received an ad on my Instagram account.

Instagram knows that I'm a foodie so I was enticed to explore the possibilities of taking cooking lessons from famed chef Thomas Keller, the proprietor of the Napa Valley restaurant The French Laundry, where reservations have been harder to get than an audience with the pope (though I understand a new system now makes it a bit easier, maybe akin to an audience with Bobby Flay).

Chef Keller was teaching a MasterClass, an online compendium of experts trading their secrets to those willing to spend a modest amount, \$90. "Oh, really?" I thought. So, using my imminent celebration of surviving yet another year (which is especially

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# PRPLI 28th Annual Awards Dinner

And, the winners are...

Each year, notable Long Islanders are honored by Public Relations Professionals of Long Island (PRPLI) at a celebratory awards dinner. We acknowledge the accomplishments of a rising star, a lifetime achiever, Long Island achiever, mentor of the year, Long Island's best PR campaign(s) (in-house and/or agency), and outstanding media member, in addition to awarding scholarships to exceptional college students majoring in public relations. (See page 10 of this newsletter to read about our scholarship winners.)

Honorees and their supporters truly enjoy a memorable evening. This year's event will take place on Wednesday, May 9 at Westbury Manor, 1100 Jericho Turnpike, Westbury, NY 11590 from 6 to 9 p. m.



JACK RETTALIATA LIFETIME  
ACHIEVEMENT AWARD

Louise Cassano,  
LuCas Communications



LONG ISLAND  
ACHIEVEMENT AWARD  
Discover Long Island



OUTSTANDING  
MEDIA AWARD

Scott Brinton,  
Herald Community Newspapers



HOWARD M. BLANKMAN  
OUTSTANDING MENTOR AWARD

Flo Federman,  
Marcum LLP



RISING STAR AWARD

Ashley Fresa,  
WordHampton PR

## PR CAMPAIGN OF THE YEAR



Lessing's Hospitality Group  
(In-House)



Zimmerman/Edelson  
(Agency)

## Spotlight:



PRPLI Member Spotlight:  
Donald Patane  
By Danielle De Souza

*PRPLI board member  
Danielle De Souza sat down  
with Donald Patane, one of  
the founding members of*

*Main Street Financial Group, for a Q&A about how a financial advisor found his niche in the public relations field. Read on to find out how all roads lead to PR.*

**DD:** What major/program did you study in college? Where did you go to school?

**DP:** I went to St. John's University and majored in business.

**DD:** What was your first job after college? Was that the field you set out to enter?

**DP:** My first job was with the U.S. Navy. I had volunteered and joined the Naval Reserve (now known as the U.S. Navy Reserve) while in college and went through Officer Candidate Training at both the U.S. Naval Academy and the Officer Candidate School in Rhode Island during my summer vacations. I spent three years on active duty and became a lieutenant. My first civilian job was in sales with Standard Brands, and although I originally thought I would pursue the area of human resources, I stayed in sales.

**DD:** What made you make the switch to PR practitioner?

**DP:** I found my calling as a financial adviser and started Main Street Financial Group along with four other advisers. We run our own businesses under that name. In this field it called for me to be my own PR person, promoting myself and my business.

**DD:** What is your greatest accomplishment in your career?

**DP:** My greatest professional accomplishment has been ongoing, with the satisfaction I feel when I help people get on the road to achieving some of their dreams and goals and finding financial solutions for them!

**DD:** Who do you feel has influenced your career the most?

**DP:** Interestingly or strangely enough, the most influence on my career has been my involvement with funeral directors during my time engaged in the funeral industry. I saw how funeral directors spent time listening to a family's needs with compassion and empathy and not charging for the initial time spent with them. They were not concerned about how much money they were going to make with that family. They only charged after the family decided to use their funeral home. I carried over that concept with my clients and don't charge a fee for my services. I get compensated only if I feel I can help them.

**DD:** What is the most rewarding or enjoyable part of your current position?

**DP:** Seeing the smile on someone's face and their relief after I have helped them.

**DD:** What is the most challenging?

**DP:** Procrastinators, those who know they should do something but take forever to take the next step. Gentle reminders do help.

**DD:** What are some of your daily responsibilities? Is PR still a large part of your duties?

**DP:** My daily responsibilities include working with clients regarding investments whether that be IRAs, rollovers from old retirement plans, general investments, new retirement plans, college savings plans, or insurance. I also do house calls to my clients at their homes or place of business as a "financial doctor."

**DD:** What do you feel is the greatest benefit of being a member of PRPLI and other similar organizations?

**DP:** As a member of PRPLI, I have the opportunity to meet great new people, see how they promote themselves and their business, and learn so much about PR.

***Danielle DeSouza is director of communications for Assemblywoman Michaelle C. Solages and a member of the board of directors of PRPLI.***

## Introducing Our Scholarship Winners



**Amanda Benizzi** is a Long Island native, an outdoor-loving senior at Hofstra University, who is graduating in May with a double degree in public relations and political science. She has been involved in various organizations: Hofstra's

Honors College, photographer for The Hofstra Chronicle, and president of Pi Sigma Alpha Sorority. She is also a member of Order of Omega, the national Greek honor society; Lambda Pi Eta, the national communications honor society; and Pi Sigma Alpha, the national political science honor society.

Currently, Amanda is working part-time at Citizen's Campaign for the Environment as a social media and research assistant and has also interned at Pace Public Relations. She received the scholarship/internship opportunity for Zimmerman/Edelson Inc.

Amanda is excited to use her professional experiences and education towards future opportunities after graduation.



**Pakelody Cheam** is a senior at Hofstra University working toward a Bachelor of Arts degree in public relations and sustainability studies. On campus, she has been heavily involved with organizations including Zeta Phi Eta, the Center for Civic Engagement, and PRSSA, which

have allowed her to hone multiple PR and leadership skills that have helped through different internships with Do317 Media, Smithsonian Channel, VOX Global and DoSomething.org. She is currently an intern on the MTV/VH1/Logo Social Impact team in Times Square.

As she moves forward in her professional life, she hopes to use her PR knowledge to generate action for social and environmental issues.

## New Members



Please welcome our new members by spending a few minutes with them when you see them at the next meeting or by sending a welcoming email.

- Nancy Leghart, Professional in advancement and external affairs Looking for a new opportunity. [nleghart1@optonline.net](mailto:nleghart1@optonline.net)
- Angela Marshall, Public Information Officer NASSAU BOCES, [amarshall@nasbores.org](mailto:amarshall@nasbores.org)

## Shout It Out



**Pegalis & Erickson LLC** has been recognized by Best Lawyers in America® among only 5 percent of all U.S. law firms. Founding partner Stephen Erickson has been named the only 2018 Lawyer of the Year in Long Island for Personal Injury Litigation – Plaintiffs by the same group. Six attorneys are named to the Best Lawyers® list: Steven Pegalis, Stephen Erickson, and Annamarie Bondi-Stoddard for Medical Malpractice Law – Plaintiffs, and Personal Injury Litigation – Plaintiffs. Attorneys Sanford Nagrotsky, Robert Fallarino, and Linda Oliva were recognized for Medical Malpractice Law – Plaintiffs.

Congratulations to account executive Marissa Jacobs of **WordHampton Public Relations** on receiving the 2018 Folio Award for Best Use of Social Media for Community Engagement for WordHampton Public Relations Celebrates 25 Years of Business.

Congratulations to **Epoch 5**, voted Best Public Relations Firm on Long Island, and Katherine Heavside, voted Best Publicist on Long Island, in the Best of Long Island presented by Bethpage Federal Credit Union.

## Coming Up

**Thursday, April 26, 6 to 8 p.m.**

### Meet & Pitch the Media

PRPLI members, colleagues, friends, and anyone who has an interesting story to tell won't want to miss our annual event that gives you the opportunity to pitch a story to the media and convince a reporter to cover your story – as members from previous events can tell you.

Come with your planned pitch or just to listen and learn. The program moderator will be Flo Federman, Long Island Regional Marketing Manager, Marcum LLP. To reserve, go to <https://prpli.org/calendar/category/prpli-events/>.

Confirmed panelists include:

**Betsy Abraham**, Anton Media Group, Managing Editor  
**Brad Trettien**, News 12 Long Island, Assignment Editor/  
 Investigative Producer & Newsday/News 12

Coordinating Producer

**Joe Varecha**, Connoisseur Long Island Media,  
 Marketing Director

**Diane Masciale**, WLIW21/WNET, Vice President &  
 General Manager, Executive Producer, Local Production

**Shawna VanNess**, Newsday, Deputy Assistant  
 Managing Editor

**Wednesday, May 9, 6 to 9 p.m.**

### PRPLI 28th Annual Awards Dinner

Westbury Manor, 1100 Jericho Turnpike,  
 Westbury, NY 11590

Honoring PRPLI's 2018 awards recipients:  
 Tickets, journal ads, and sponsorships are  
 available [online](#).

For more information, email [info@prpli.org](mailto:info@prpli.org).

**Save these Dates:**

**Tuesday, June 19, 6 to 8 p.m.**

### PRPLI Annual Meeting

Location TBA

**Wednesday, October 24, 8:30 to 10 a.m.**

**Neuromarketing – Part 2** of a conversation with  
 Joanne Bloomfield, FCIM, and president of The  
 Marketing Boutique. Location TBA (To read about  
 Part 1 of this conversation, please see page 6 of  
 this newsletter.)



### Connect With PRPLI

Stay in the loop with PRPLI's digital network.

For up-to-date information on programs,  
 the membership directory, access to the  
 PRPLI newsletter and other forms, please visit us  
 at [PRPLI.org](http://PRPLI.org). You can also follow us on  
[Facebook](#), [Twitter @PRPLITweets](#) and on [LinkedIn](#).

## MAKE A DIFFERENCE IN SOMEONE'S LIFE AND CAREER.

Encourage a colleague, student or business associate to become a member of PRPLI.

### Membership has its rewards:

- Discounts to educational programs
- Free mixers
- Discount to the annual PRPLI awards gala
- Annual member meeting, board elections and dinner
- Weekly e-news update
- Quarterly e-newsletter: The PProfessional
- Access to our members-only job bank
- Active engagement with fellow members on our LinkedIn group, Facebook page and Twitter account

### Fees for membership:

- New individual memberships: \$125
- Individual renewal: \$100
- New corporate memberships (includes up to three members): \$300
- Renewing corporate memberships (includes up to three members): \$250
- Each additional member for a corporate membership: \$75
- Student membership: \$25

An application form can be downloaded at <http://prpli.org/membership/join-prpli/>.