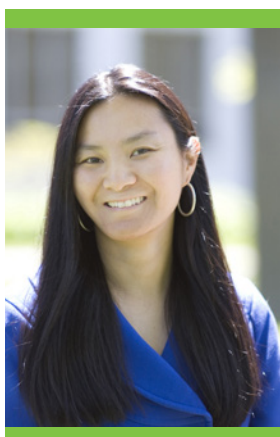




**PUBLIC RELATIONS
PROFESSIONALS OF LONG ISLAND**

the PRProfessional



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Friends,

It's hard not to feel great about all the things we've accomplished. Together, we have sustained our status as the largest and most-established organization for PR and communications practitioners in the region. And together we will forge an exciting future as we learn and form bonds and connections in a community of like-minded professionals.

Investing in yourself and the profession may be the most rewarding investments you ever make. Your decisions influence your organization's success and it's vital that you invest in yourself to grow personally and professionally. In addition, having better skills and resources is the surest way to be successful and productive. You'll be motivated to make a huge impact.

Over the summer, the PRPLI board sprang into action to create new educational programs that will make a difference in your performance at work and grow your company's brand awareness. I look forward to greeting many of you at the programs: Communicating with Diverse Audiences on October 4, and Marketing and PR Strategies for Professional Services Firms on November 2. If you can't be

at the upcoming programs, you can do the next best thing by following us on social media with the hashtag #PRPLIevents.

You can actively engage with fellow members and continue conversations on trending communications topics on our LinkedIn group, Facebook page, and Twitter account ([@PRPLITweets](#)).

Stay in touch throughout the year. Watch for e-news updates and the quarterly e-newsletter to stay informed about new events and opportunities. If you have any colleagues or contacts you'd like to refer to PRPLI or if you want to become more involved, please let me know. I also welcome your thoughts and comments. You can find me at [@AdelphiUtweets](#) or email me at info@prpli.org.

As you will read in this issue, creating content and stories to suit members' areas of interests and responsibilities remains a priority. Thank you and enjoy.

Best,

Kali Chan
President,
PRPLI Board of Directors

Who We Are

Our Board consists of the following members:


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From The Editor



For PRPLI and the newsletter team, this is the start of our new year, so you'll be seeing some changes in writers and columns, but, as always, an impetus to bring our members information that's informative, timely, and educational.

We welcome back Bill Krol who manages to look at grammar and everyday

happenings with a humorous and creative bent in his "Observations" column; Debra Scala and George Giokas, who will continue their hit "He Said, She Said" column that – despite often differing opinions – has not dulled the luster of their marriage and has probably made for interesting dinner conversation; Valerie Esposito, who will be taking on the popular "Member Spotlight" column that randomly selects a member to highlight in each issue; and Krista Giannak, who will regularly cover our relatively new and very popular "From the Reporter's Side" column.

We will miss the musings of our former writers: Martha Carney, Sara Rietbroek, and Williams Ekinem, whose careers and busy volunteer lives pull them away from this newsletter but benefit the communities they serve. Thank you to all for the time you gave and talent you shared by being a part of The PProfessional staff.

New to our staff this year are Cassie Rowan, who takes on the responsibility of assistant editor of The PProfessional and who will write about "Social Media Trends" in a new column; Peter Crescenti, who kicks off with a two-part article that explores "The Art of the Interview"; and Greg Demetriou, who will look at current events from a PR perspective in his column "Action/Reaction".

Last year, Bloom Media took over the layout of the summer edition of the newsletter from Melissa Rose. Greg Platti did an excellent job with a seamless transition. Thanks to Greg, and thanks to Melissa for her creative contributions through the years, which involved job transitions, getting married and having two babies, and designing a new look for this newsletter.

If you have a subject you'd like to see covered in this newsletter; have a reporter you think might enjoy being interviewed; have an opinion on a PRPLI program you've attended or an article you've read in this or another publication; or if you have a personal accomplishment you'd like to share with your fellow members, please let me know. I can be reached at lc@louisecassano.com or by phone at 516-735-5901. This is your newsletter, a PRPLI member benefit, and we want to hear from you.

In the meantime, enjoy the first edition of this year's quarterly read.

Louise

Social Media Trends



Live Streaming: What Is It and How Can We Use It

By Cassandra Rowan

In today's world of constantly evolving technology, it's no surprise that social media companies are working to one-up each other to stay relevant. A common trend across most platforms is the development of live streaming video.

What is live streaming? Video live streaming is broadcasting video in real time. No editing. No re-do. You simply choose the live video feature on your chosen platform and start recording.

Here are three ways to integrate live video streaming into your communication plan.

Event Highlights

Does your organization host speakers and/or events? Maybe you're hosting a performance, graduation, ceremony, or featuring projects. Perhaps your organization is holding a press conference. Use video live streaming to highlight events, interview speakers, show clips of the event, or stream the entire event. You'll be reaching an audience of individuals, perhaps members or customers, who can't attend.

During the 2016 Summer Olympics in Rio, we saw a surge in live events being streamed online. Viewers who normally would not be able to watch the Olympics at the times events were held were able to watch their favorite sporting event online. NBC reported that online viewers streamed 1.86 billion minutes of the Rio Olympics.

Question and Answer Sessions

We often see question and answer sessions performed by public figures or done in conjunction with product reviews. In an interview format, a speaker can interact and answer questions of those



who are viewing the feed, allowing relationship building with viewers.

Question and Answer live streaming was very popular during the Olympics. Members of the USA women's gymnastics team won the hearts of Americans when they live streamed a question and answer session after the floor finals. The girls answered questions about everything from how they were feeling to their favorite meals. Even their excitement over meeting Zac Efron was streamed.

Behind the Scenes Look Into Your Organization

People love knowing things that others don't and seeing things that others can't. A behind-the-scenes look into your organization via live stream provides a look into something that typically is off limits.

[Continued Online: Click Here](#)

Adapting PR Strategies for Different Global Markets



Rockville Centre resident and Hofstra professor Kara Alaimo has written a book titled *Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication* that was published by Routledge in

August. The book offers a modern guide on practicing public relations and strategic communication around the globe. Drawing upon interviews with public relations professionals in more than 30 countries as well as Alaimo's own experience as a global public relations practitioner for the United Nations and in President Obama's administration, the book explains how to adapt public relations messages, strategies, and tactics for countries and cultures around the globe.

The book discusses the merits of implementing a single public relations strategy around the world (a global approach) or crafting different strategies for different countries and cultures (an international approach) and key cultural differences that require practitioners to adapt their approaches. For example, in "monochromic" cultures, such as in Germanic, Anglo-Saxon, and Northern European countries, it is expected that people will be prompt and deadlines will be met. By contrast,

[Continued Online: Click Here](#)

Observations



Pronouns and the Singular “They”

By Bill Krol

Q: What’s a pronoun?

A: A noun that’s lost its amateur status.

Rimshot. Sorry.

A pronoun is a set of words that can be used in place of other words. Without them, we are left with sentences that are inelegant at best:

The zombies were on the rampage for more brains, so the zombies banded together. **The zombies** scoured the mall for victims to feed **the zombies’** hunger for brains, and **the zombies** discovered to **the zombies’** delight that there were many brains for **the zombies** to eat.

That’s where pronouns come in:

The zombies were on the rampage for more brains, so **they** banded together. **They** scoured the mall for victims to feed **their** hunger for brains, and they discovered to **their** delight that there were many brains for **them** to eat.

The replacement of “zombies” with “they,” “their,” and “them” helps the flow of the sentences. And, because there is a horde of zombies, we can use the plural pronouns “they,” “their,” and “them” when referring to the living dead.

But what happens when there’s only one zombie who needs a pronoun?

Although its use is increasingly common, the singular “they” (and by extension, “their,” “them,” and “themselves”) is still often frowned upon as an example of bad grammar. But where did that decree come from?

For centuries, “they” was acceptable usage when the gender of the individual was unspecified. Great writers have used it – Chaucer, Shakespeare, Lord Byron, Lewis Carroll, and Jane Austen, for example.

However, in the 18th and 19th centuries, grammarians working on the rules for English often based these rules on the structure of Latin grammar. In Latin, genders were ranked by “worthiness”: masculine > feminine > neuter, and so the masculine pronoun was adopted when the gender of the individual was

unknown and meant to be inclusive of both men and women:

Every zombie knows that he is responsible for acquiring his own brains to eat.

Today, that usage is frowned upon and often considered sexist. So what’s the solution?

The use of “he or she” is an option, but this often leads to even more awkward sentences:

*Every zombie knows that **he** or **she** is responsible for acquiring **his** or **her** own brains to eat.*

Or, you could alternate:

Every zombie knows that **he** is responsible for acquiring **his** own brains to eat. **She** went to the mall to see what brains **she** could find.

No, that’s still awkward, especially if we’re talking about the same zombie.

Certainly, recasting a sentence will work in most situations:

Zombies know they are responsible for acquiring **their** own brains to eat.

Pronoun	
Subject	Object
I	Me
You	You
We	Us
They	Them
He	Him
She	Her
It	It

Sometimes, however, you just can’t avoid it. The trick is to use singular “they” where it will be the least jarring and not referring to a specific person:

Whichever zombie overlooked this brain to eat probably regrets their carelessness.

How and when you use the singular “they” will depend on your audience and your organization’s style guide. But if you do use it, you’re not wrong,

[Continued Online: Click Here](#)

From The Reporter's Side:



Karl Grossman

Interview By Krista Giannak

Karl Grossman, an award-winning investigative reporter and full-time journalism professor at SUNY Old Westbury, shared with The Professional his early career experiences, PR pitch preferences,

and examples of investigative journalism leading to community action.

Grossman's Journalism Inspiration

Grossman reminisced about his college internship at the *Cleveland Press*: "Above the newspaper's entrance were, etched in stone, the words: 'Give people the light and they will find their own way.' I saw this done daily by the investigative reporters at the newspaper – their documenting inequity, injustice, corruption and danger – and through this journalistic exposure, horrible situations were resolved. This amazed me. So I returned to New York to pursue this branch of journalism."

Pitching Preferences

"I prefer either an emailed written pitch or a brief phone call pitch with concise information. Sometimes I've received messages on Facebook and LinkedIn that I've followed up on," Grossman says. He adds that he also gleans Facebook, Twitter, and LinkedIn for article ideas.

Life on the Environmental Beat

"The kinds of environmental and energy issues I've spent decades dealing with are life-and-death issues. In specializing in investigative reporting, there are so many horror stories and I have to do triage – selecting the worst," Grossman says.

How Investigative Reporting Sparked Community Change

At the *Babylon Town Leader* between 1962 and 1964, Grossman wrote about the details of a planned four-lane Robert Moses highway the length of Fire Island. He uncovered "the terrible damage such a highway would cause to the wonderful nature and magical communities of Fire Island," and he researched the alternative plan of a Fire Island National Seashore. "The pieces had a role in stopping the Moses highway and creation of the Seashore in 1964," he says.

Since the 1970s, Grossman has written hundreds of articles and columns, as well as television documentaries and books, on nuclear issues. For example, *Power Crazy* detailed LILCO's plan to build 7 to 11 nuclear power plants on Long Island. "My journalism had a role in stopping the Shoreham nuclear power plant from going into operation," he explains.

Another of Grossman's books, *The Wrong Stuff*, detailed NASA's use of nuclear power in space. "I began writing about this in 1986, breaking the story of how the next mission of the ill-fated Challenger was to involve lofting a plutonium-fueled space probe. If Challenger had exploded on that May mission rather than in January, and the plutonium released, far more than seven brave astronauts would have died."

Grossman's later works have included the book *Weapons in Space* and a documentary, *Nukes in Space: The Nuclearization and Weaponization of the Heavens*.

Investigative Reporting Matters

"It's my hope that the knowledge – the light – that people will receive through investigative journalism will enable them to indeed find their own way and that a resolution of the issue will happen. I found in Cleveland and in my own career, spanning now a half century, that investigative reporting works, it triumphs – about half the time. For Long Island, I did my part in exposing the enormous damage to Fire Island that would have been done by the Moses highway and illuminating the alternative of a Fire Island National Seashore. I did my part in exposing the dangers of Shoreham and the other nuclear power plants that were to be built on Long Island. In both situations, my investigative reporting was a solid part in producing excellent outcomes," Grossman states.

Grossman's many articles have appeared in numerous publications, including *The New York Times*, *USA Today*, and *Environmental Action*. Grossman has presented his ideas to the United Nations and has received the George Polk, Generoso Pope, James Aronson, Leo Goodman, and John Peter Zenger awards.



Krista Giannak is a web content writer, who brings a journalist's perspective and a fresh approach to helping clients express their unique company voice. She can be reached at krista@giannak.net or at [Linkedin.com/in/kristagiannak](https://www.linkedin.com/in/kristagiannak).

ANNUAL MEETING

PRPLI's fiscal year ends June 30 with a business meeting at which the board of directors is sworn in and the year's accomplishments are read into the official record. The business meeting is followed by food and a game that encourages teamwork. This year, participants worked together in groups to outfit their stranded passengers with survival equipment that would benefit their purposes. The outcomes were sometimes serious and sometimes very humorous. Pictured are the teams at work.



The 2016-2017 PRPLI Board of Directors includes: (seated l-r) Jessica Bellucci, 1st vice president; Donna Rivera-Downey, executive vice president; Kali Chan, president; Louise Cassano, treasurer; Valerie Esposito, secretary. Standing (l-r) are Directors: Timothy Hurley, Theresa Jacobellis, Danielle DeSouza, Anna D'Aloisio, Rachael Risinger, Edie Reinhardt, Andrea Jones, Jerry Allocca and Cassandra Rowan

He Said, She Said



She Said...

Employee Newsletters are Great Investments . . .



When I started my position at Certilman Balin almost 18 years ago, I sat at an empty desk. It was my job to create my job. One of the first things I did was to create a newsletter to foster internal communications. I would write simple updates and send to our staff, weekly, every Friday morning. I've kept this tradition, but the vehicle has changed throughout the years. It has turned into a full-formatted newsletter, which ranges from 2 to 12 pages. There is a special holiday issue that is a year-end review. It's like a mini-magazine. It's paperless, sent via email.

Employee newsletters are considered "soft" management tools. Anyone who has ever created one, or written or edited one, knows very well the amount of time and effort involved in publishing something you hope will be more than a short walk to the wastebasket, and nowadays, the delete key.

Here are 10 tips to make your employees want to read it, and to keep them reading it:

- 1 – Attention spans are short. Go easy on the writing. Use photos and eye-catching stock art.
- 2 – Give a shout-out to milestones: birthdays, anniversaries, engagements, weddings, birth announcements, and awards.
- 3 – Keep readers abreast of company policies, as well as company events: picnics, holiday parties, walk-a-thons.
- 4 – Write about the company's charitable endeavors and community outreach. Make them feel a part of the bigger picture, the one outside the office walls.
- 5 – Welcome new people.
- 6 – Make sure all the people know the people in their neighborhood. Put the faces to the names of the people on the other floors who many never get to meet.

- 7 – Get your people involved. Have them submit photos. Encourage them to be your reporters. They will read what they had input in giving you.
- 8 – Fill it with surprises each week. Be creative so they look forward to reading it.
- 9 – Don't play favorites. Give everyone a turn.
- 10 – Entertain them while you inform them, and remind them that they are valuable members of the team.

A newsletter can and should be a bright spot in anyone's workday, reminding us that we are all in this together.

Debra Scala Giokas is the director of marketing at Certilman Balin Adler & Hyman, LLP, and she has been in the field of legal marketing for 26 years. She recently began Debra Ann Dolls & things to help in fundraising activities. If you are interested in learning more, email her at debraandolls@gmail.com.

He Said...

...But Not for the Faint-Hearted

No one wants to pay for good creative. It's an intangible that, well, non-creatives don't fully appreciate.

At my other company, StaffWriters Plus, we wrote and designed many brochures and were often asked to either present proposals for newsletters or produce them quarterly. All was fine up to the point where we quoted a price.

My favorite response from a potential client, which at one point occupied a corner of my bulletin board, was: "Are you kidding? My sister-in-law could write that brochure." And my response: "Great. I'm glad you have someone who can help you."

I was being sarcastic, of course, but he never picked up on it. This was at least 10 years ago, and I bet his sister-in-law is still writing it.

Here's the formula: Brochures and newsletters look easy because the hard part is knowing what NOT to include in them. And that, my good friends, is worth good money.

We often sell ourselves short when pitching creative. Businesses don't think twice paying professionals

[Continued Online: Click Here](#)

New Member Spotlight: Brian Harmon



By Valerie Esposito

New PRPLI member Brian Harmon is a former journalist who is living proof that the field of communications is a broad and ever-changing one. Harmon, the recipient of the 2009 New York

Press Association's Writer of the Year Award, started his career as a journalist, dreaming of becoming a beat writer for a Major League Baseball team but later made the switch to PR practitioner and has been putting his skills to good use ever since.

After graduating high school, Harmon studied journalism at Buffalo State College while writing for the college's newspaper, *The Record*, and interning at the *Niagara Gazette*. Upon graduating in 1991, he then began his career as a journalist at *Record Newspapers* in Port Jefferson. Covering everything from school board meetings, sports, and play reviews, Harmon gained a lot of hands-on experience before deciding to pursue more daily newspaper experience. This desire led him to Martinsburg, West Virginia, where he spent a year getting the experience he felt he needed to fulfill his dream of working for larger newspapers.

"I was always interested in being a sports writer, but early in my career, I came to realize the greater influence I would have as a news reporter," Harmon says. "It became more important to me to expose corruption and give voices to the voiceless than to interview players and coaches."

After five years at *The Detroit News*, where he covered the Dr. Kevorkian trials and corruption of the Detroit public school system, Harmon had a portfolio impressive enough to land him a position at the *Daily News* where he covered well-known cases including the murder of Ted Ammon, and the trial of Lizzy Grubman, who famously drove her vehicle into a crowd of people in the Hamptons. In addition, an investigative report he did on a semi-secretive fraternity in the U.S. Air Force landed him on *60 Minutes*.

"As a journalist, I absolutely loved the rush of chasing down a story," he says. "I always enjoyed gathering

details and seeing them all come together to create a story that could potentially change someone's life and make a difference to people."

After working his way up to assistant metro editor, Harmon made a big career change: He accepted the position of public relations director at LIU Brooklyn.

"I began to see the news industry was changing and I felt it was time to explore different options," he says. "The communications skills that I had were transferable enough to make the transition a pretty seamless one."

At LIU, he headed up communications for LIU Brooklyn where his duties included developing news releases, pitching stories about students and faculty, and getting campus experts quoted in the media. In addition, crisis management was a significant part of his job: He served as the campus spokesman during a faculty strike, and in the wake of a campus brawl that led to the arrests of four players on the basketball team. It wasn't always serious business though. In 2011, Harmon appeared on *Late Night With Jimmy Fallon*, dressed in LIU's Blackbird mascot costume.

After dipping his toes in the PR world, Harmon went on to positions at Stony Brook University and Northwell Health before landing his current gig, editorial director at St. Joseph's College.

"At St. Joseph's, I have the opportunity to tell students' stories while driving deeper connections between the college, students, and potential students," he says. "I enjoy working with my team of young, creative writers and content developers, and the crossover of information that happens between all fields of communications at the college."

As an award-winning writer, Harmon offers the following advice to young people and his fellow communicators: "Practice your craft and be multifaceted. You should know how to do a lot of things well."



Valerie Esposito is the media relations manager at St. Joseph's College Long Island and secretary of PRPLI.

Student Intern Scholarship Application Is Now Available

Do you know a college student who meets the following criteria?

Each year, PRPLI awards up to two \$1,000 scholarship awards and a complimentary PRPLI membership for one year. Winner(s) will receive a check for \$1,000 (made payable to winner) and the PRPLI membership, both which will be presented at the PRPLI awards dinner in May 2017.

Criteria:

- The PRPLI student scholarship is open to full-time college juniors, seniors (including graduating seniors), and post-graduate students at four-year colleges or universities, and full-time sophomores attending a community college whose career objective is to work in the area of public relations, communications, and/or marketing.

- To qualify, the applicant must meet one of the following two criteria:

(1) The applicant's permanent residence must be on Long Island (Nassau or Suffolk County).

-OR-

(2) The applicant must attend college on Long Island (regardless of where their permanent residence is).

- The applicant must have a minimum 3.0 grade-point average and currently be studying public relations, communications, or marketing.
- The scholarship applicant must have had an internship in a public relations/communications capacity at a business, not-for-profit organization, or government agency during the spring 2016, summer 2016, fall 2016, or spring 2017 semester.



Applications are due by February 1, 2017. There are two ways to apply:

- (1) Online: Visit www.prpli.org/scholarship to fill out an online application. You can then either email the form and attachments (PDF version) to info@prpli.org or mail it to the address in No. 2 below.
- (2) By mail: Complete the enclosed application and mail it to PRPLI, Attn: Scholarship Committee, P.O. Box 158, Hicksville, NY 11802

If you have any questions, please contact Andrea Jones, 516-330-1183, andrea@on-target-marketing.com; or Jessica Bellucci, 212-210-2626, jessica@tribunemedia.com.

New Members



PRPLI is pleased to introduce the following new members. If you are acquainted with any of these individuals, an email or phone call inviting them to our upcoming programs would make them feel welcomed. Please extend a warm welcome when you meet them.

- Mary Austin, marketing specialist, Alcott HR
- Paul Lipsky, CEO, Mind Yolk Creative Studios
- Dawn Moynihan, marketing specialist, Alcott HR
- Adam Schuman
- Ira Silverman, Silverman Media & Marketing Group
- Donna Vaughn Singer, news reporter
- Jennifer Wassenbergh



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. You can also follow us on [Facebook](#), [Twitter @PRPLITweets](#) and on [LinkedIn](#).

The Art of the Interview



The Art of the Interview: Prepping Your People for Their Best Performance

By Peter Crescenti

If you work with CEOs, presidents, top executives, high-level administrators, or clients or big wigs of all shapes and sizes, chances are they dream – sometimes even demand – that they appear in the media to promote themselves, their business or institution, product or service, innovation or initiative.

For public relations professionals, accommodating those individuals' wishes is a fact of life.

But unless the top dog, company, product, or service is newsworthy and has a high profile, it may be tough to make it happen. But if it does happen, sometimes the next step can be just as hard to pull off.

The next step? Prepping the person for the interview.

The gregarious, articulate ones usually think they know how to handle themselves, but anyone who's never had a microphone pointed at them or been on the phone with a print reporter with a looming deadline needs some prep. The question is, what do you tell them?

Well, giving a good interview is not rocket science – it's more an art. That is, there is no strict formula for success. It's more like taking the tips you offer – not too many to avoid overload – and having the people adapt them to their own style and personality.

Over the years – for a long time at AAA and now at Farmingdale State College – I have prepped many people for interviews, some of whom were reluctant to do it. But no matter their experience level, I always start out by telling them all the same thing: You have something the reporter wants and that essentially puts you in control of the interview. You're the expert and don't forget it!

That shocks a lot of people, particularly those doing TV. But it's true. The camera and microphone may be intimidating and looking into the eyes of a reporter you see regularly on the evening news may be unnerving, but I stress that the reporter has a job to do and it can't be done without your cooperation. That always seems to strike a nerve and put the person at ease.

One example took place in November 2015, not long after the Paris terror attack. CBS New York's LI correspondent Jennifer McLogan came to Farmingdale to interview one of our psychology professors about an LI school district's decision to cancel a student trip to Manhattan. The professor is an expert in child development and adolescent stress who had never been on TV before, but she was anxious to address the issue. With only a couple hours' notice to prepare – and there were distractions: her young children were with her and she was ready to leave on vacation – I counseled her that the interview would focus on her sweet spot, and that's just what happened. Her advice: Don't instill even more fear into children by overreacting to the events in Paris. It was a brave counterpoint to those who supported the cancellation.

The bottom line: Interviewing is serious business, and you don't want your clients – no matter how much they know – to assume it's going to be a cakewalk. They still have to walk and chew gum at the same time, and it's our job to ensure they do it well.



The next thing I stress is preparation. No matter how well versed an interviewee is in the topic the reporter is covering, there is no substitute for the interviewee to his or her brain, review notes, reread reports, do a little research – whatever it takes to ensure the reporter leaves happy.

And that's what it's all about, because if the reporter is happy, you'll be ecstatic.

Next issue I'll offer some sure-fire tips to help your people knock it out of the park. Remember: it's not rocket science.

Peter Crescenti is media relations manager at Farmingdale State College.

Action/Reaction



Falling From Mount Olympus

By Greg Demetriou

Hosting the Olympics, although noteworthy and spectacular in and of itself, presented some significant public relations challenges for Rio de Janeiro, Brazil. Bad coverage started even before the games began. There were reports of severely polluted waters, inferior housing for the athletes, and then the pool water turned green and smelled like “farts,” all of which made the nightly news in the U.S. And then there were the many reports of street crimes in and around the venues.

Rio was already sensitive to bad press when Ryan Lochte and his fellow Olympians concocted the story that they were robbed at gunpoint. The story broke large internationally. The Brazilian government and law enforcement officials were quick to cry foul. U.S. outlets supposed that Rio was trying to protect itself from more bad press by pushing back against the validity of the report. However, it became clear within hours that the Rio police had figured out that no such robbery had taken place. The group was lying. The truth was more like a drunken, past-curfew vandalism episode (maybe or maybe not involving prostitutes) that they tried to cover up.

Ryan Lochte was immediately identified as the fabricator of the bogus crime report and was damaged by his self-inflicted publicity wounds. It didn't take long for Speedo, Ralph Lauren, and others to drop their endorsement deals with the gold-medal swimmer.

From a public relations standpoint the situation illustrates why celebrities should have a public relations team ready to jump into action. Whether or not Lochte had access to such is unclear. One would imagine that such a high-profile person would have a publicist available, but one could also agree that if he did he either did not use the publicist, or they were just not up to par.

When asked how the situation could have been handled better, Joe Dowd, editor of *Long Island Business News*, says, “I'd recommend to any public relations professional, whether it be Ryan Lochte's or anyone else's, to tell the truth as soon as it can be ascertained. Because the truth will come out.” He went further and followed with, “A forgiving public usually understands that famous people are human,

too, and make stupid mistakes. It's the cover up – always the cover-up – that brings down presidents, CEOs, and Olympians.”

Theresa Jacobellis, vice president of marketing, at Paradigm Health Plans, echoed those sentiments: “What he [Lochte] doesn't yet seem to understand is that dishonesty and lack of transparency on the part of public figures will almost always be detected and outed by the media.”

Once the cat is out of the bag and the truth is revealed, Don Miller, president of WestEnd Strategies, says, “A heartfelt apology is always the best advice, as Lochte has already done in the exclusive with Matt Lauer on NBC.”

A good first step, but is it enough? The lost endorsements are water under the bridge. Lochte has to begin the process of rehabbing his image on the global stage. No small task, but it can be done. Just look at Michael Phelps and his return as a larger-than-life personality with a past that he overcame.

That possibility goes directly to Dowd's comments about the public being forgiving. He says, “The combination of humility, accepting blame, and making amends” are part of the rebuilding process.

Both Miller and Dowd agree that charitable works and good deeds will help put the scandal in the rear-view

[Continued Online: Click Here](#)

Opinions, Please!

Regarding the summer issue of The PProfessional:

Another terrific issue, with lots of great information for PRPLI members!

Val Zurblis
Director of Marketing & PR
Nassau County Bar Association

Just back from vacation and enjoyed reading the PRPLI newsletter that is chock full of insights and info. Nicely done – I especially enjoyed all the guest columns and fun photos! You probably don't hear it enough but thank you for all you do to provide this valuable resource for the membership.

Wendy O'Neill
Assistant VP, Senior Manager of Public Relations
Astoria Bank

Upcoming: Save the Date!

Tuesday, October 4, 6 p.m.

Location: Four Points at Sheraton, 333 South Service Road, Plainview, NY 11803; 516-694-6500

Communicating with Diverse Audiences

An interactive panel presentation on how to best position your client or organization to effectively convey your message to an increasingly diverse audience.



Speakers are Kara Alaimo, Ph.D., assistant professor at Hofstra University and author of *Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication*, and Luis E. Montes, assistant deputy county executive for Suffolk County and founding partner of Pan American Communications, LLC

Wednesday, November 2, 2016, 6 p.m.

Location: Four Points at Sheraton, 333 South Service Road, Plainview, NY 11803; 516-694-6500

How to Stay Visible: Marketing Strategies for Professional Services Firms

Panelists are Dick Shippee, EisnerAmper; Debra Scala-Giokas, Certilman Balin Adler & Hyman; Joseph Benty, Chernoff Diamond; Leslie Tayne, Tayne Law Group; and Elizabeth Saitta, Kuttin Wealth Management

For more information and to register for these programs, go to <http://prpli.org/calendar/category/prpli-events/>

Report:

PR Departments Increasing Staff and Budgets

PRPLI member Wendy O'Neill shared a link to a promising article in Bulldog Reporter. Before leaving on vacation, she wrote:

"I thought this compensation and staffing survey article might be worth referencing or including as a bit of good news in PRPLI's newsletter. "

[PR Departments Increasing Staff and Budgets as Corp. Communications Evolves in an Era of Biz Uncertainty](#)

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/>.