



Jack Rattaliata Lifetime Achievement

JEFFREY S. MOROSOFF

Jeff Morosoff is director of Hofstra University's graduate program in public relations and is an assistant professor at Hofstra, teaching PR and media studies courses. A professional communicator for 36 years, Jeff's career included Cablevision, Long Island Association, Town of Babylon, New York Institute of Technology (where he earned bachelor's and master's degrees), Nassau Community College, and consultant work for numerous business and nonprofit organizations. He served as president of Public Relations Professionals of Long Island from 1995-97 and 2006-07, and has received the PRPLI Mentor Award and IABC's Achievement in Communications Award.

A lecturer and author of the weekly blog Public Relations Nation, Jeff is a member of the Public Relations Society of America (PRSA), Association for Education in Journalism and Mass Communications (AEJMC), and is faculty advisor to the Hofstra chapter of the Public Relations Student Society of America (PRSSA). Jeff is proud native of Massapequa Park, has four grown children and two grandsons, and lives in Great Neck with his wife Tema and beagle Toby.



Outstanding Mentor

DONNA RIVERA DOWNEY

Donna Rivera-Downey serves as chief marketing and communications officer for the Girl Scouts of Nassau County. After graduating from Long Island University, Donna spent 22 years in the banking industry. To better match her passion for civic engagement, Donna joined Girl Scouts of Nassau County as director of marketing in 2001. Her creativity has advanced the Girl Scout brand and lifted the Girl Scout mission to build girls of courage, confidence and character who make the world a better place. Donna leads all areas of marketing at Girl Scouts, from print to web to special events, and maintains direct connections to the girls in Girl Scouting through her management of the renowned Girl Scouts of Nassau County Chorus, Media Girls and Ceremonial Corps.

Donna is a past president of the Hicksville-Jericho Rotary Club, a past assistant district governor for Rotary District 7250, and Youth Exchange chair for Rotary District 7250. Donna is board president of the Hicksville Library Board of Trustees and serves on the boards of PRPLI and the Social Media Association.



Long Island Achievement

CYNTHIA SCOTT & SANDY OLIVA

Cynthia G. Scott is the co-executive director of The Safe Center LI. In 2010, as executive director of the Coalition Against Child Abuse & Neglect (CCAN) she collaborated with the Nassau County Coalition Against Domestic Violence Executive Director Sandy Oliva to relocate their agencies into the same Bethpage building to enhance services to adult & child victims of family violence and sexual assault. In 2014, the two agencies merged to become The Safe Center LI. In 1998 CCAN established the Child Advocacy Center of Nassau County, a child-friendly environment where child victims of sexual assault receive the compassionate, nurturing, esteem-enhancing services they need for recovery from their trauma.

Sandy Oliva is the co-executive director of The Safe Center LI, formerly known as the Nassau County Coalition Against Domestic Violence (NCCADV). In 2014, after a four-year relocation in Bethpage with the Coalition Against Child Abuse & Neglect to enhance services for adult and child victims of family violence and sexual assault, the two agencies merged to become The Safe Center LI. Ms. Oliva has served as the executive director since 1981 with the exception of a few years in the early 1990s when she served as vice president for allocation and planning of the United Way of Long Island.



Rising Star

DIANA ZISKIN

Since the beginning of 2014, **Diana Ziskin** has been a publicist at Full Scale Media. Beginning her career in film, Diana has interned at ABC News, Sesame Street Workshop MTV, and at Post Factory, a popular post-production facility in New York.

On the creative side of film production, Diana worked on several independent film sets where she worked on projects with actors, including Brittany Snow, Thora Birch, Eddie Kay Thomas, Frances Fisher, and Steve Howey.

Using her prior experiences, Diana was able to take her insight into the entertainment and media industries as a publicist, to contribute to her clients' needs with personal attention, account coordination and communication between clients and media outlets.

Diana holds a bachelor's degree from Hofstra University in the areas of communications and film.



Outstanding Media

GREG CERGOL

Greg Cergol joined NBC 4 New York as a Long Island correspondent in April 1999. Based at NBC 4 New York's Long Island news bureau in Melville, Greg has provided in-depth reports on headline-making stories in the community including Hurricane Sandy and its aftermath, the blizzard of 2012 and Long Island's prescription drug epidemic.

Most of Greg's reporting career has focused on Long Island. He joined NBC 4 New York from News 12 Long Island, where he served as reporter and anchor for nine years. Greg was inducted into the Press Club of Long Island's Hall of Fame in 2014. He is also a past recipient of the Press Club's Journalist of the Year Award.

His public appearances have benefitted the Hempstead Boys and Girls Club, the ALS Association of Greater NY, the Long Island Council on Alcoholism and Drug Dependence and the Huntington Community First Aid Squad. Greg has garnered seven Emmys. He has also received three RTNDA Edward R. Murrow Awards, and awards from the Associated Press and the Long Island Fair Media Council.



Campaign of the Year

JULIE GROSS GELFAND FOR MARCUM WORKPLACE CHALLENGE

Julie Gross Gelfand is the first director of public relations and communications at Marcum LLP, a top national accounting and advisory services firm. She has pioneered a companywide public relations initiative to expand the firm's brand visibility, showcase its experts, and raise its stature in the accounting and business services community.

Previously, she spent 15 years as executive vice president and director of public relations at Harrison Leifer DiMarco, a marketing agency where she was recruited to build a full-service public relations division.

Julie's winning PR campaign centers around the Marcum Workplace Challenge, which is an annual 3.5-mile run/walk that takes place at Jones Beach State Park. It is open to all businesses, government agencies, not-for-profit organizations, and their friends and families. It's also "Long Island's largest participatory sporting event and office picnic." The event benefits three wonderful local charities: The Long Island Children's Museum, Long Island Cares: The Harry Chapin Food Bank, and Children's Medical Fund of New York.