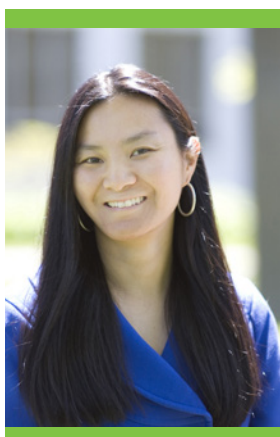




**PUBLIC RELATIONS
PROFESSIONALS OF LONG ISLAND**

the P**RO**fessional



Inside This Issue

From The Editor

Taking The Plunge

*Upgrade To
Online Fundraising*

The Advanced Degree

New Members

Observations

Gatsby Award Gala

He Said, She Said

PRPLI Spotlight

Speak To Connect

Shout It Out

Kali's Keynote

Friends,

The summer months signal a time for PRPLI to reflect on the close of the program year, acknowledge new board members, and for the board of directors to plan for what's ahead.

I'm truly proud of my first term as your president.

This past year, PRPLI accomplished a great deal to benefit our membership. We took a stand against the Joint Commission on Public Ethics (JCOPE) Advisory Opinion No. 16-01 pertaining to Legislative Law Article 1-A of the Lobbying Act. We launched a beautiful, brand-new website thanks to Tim Hurley. Members can access an expanded job bank, create a profile, and download resources such as the newsletters. A contest was held to rename the newsletter. Louise Cassano managed the transition of the newsletter name and content and the header was changed to The P**RO**fessional to give it a contemporary flair. Andrea Jones and Virginia Lestingi co-chaired our Gatsby-themed annual awards gala. This year's gala was one of the most well-attended awards dinners in PRPLI history, with a stellar class of honorees. It is gratifying to see such generous support for student scholarships and investment in the organization's

mission. In addition, every board member was involved in the creation and promotion of valuable networking events, seminars, and workshops on timely PR topics.

Our current board of officers and directors—which includes seven returning board members and seven new ones—is hard at work planning another outstanding year. I'd like to welcome back Jessica Bellucci in her new role as first vice president, and Anna D'Aloisio, Danielle De Souza, Theresa Jacobellis, Edie Reinhardt, Rachael Risinger, and Cassandra Rowan to the board. I'm confident that we will benefit from your active participation. Together we can maintain our reputation as the largest regional trade association for PR and communications professionals.

The PR and marketing industries are constantly being transformed. Our members and event participants represent nearly every industry on Long Island, and include solo practitioners and NYC professionals. PRPLI strives to keep up with the changes and educate, inform, and share best practices and tools to help you perform in your job and advance your career. In a few months, you'll find news about a summer/fall mixer and professional development day.

Kali's Keynote continued on page 9

Who We Are

Our Board consists of the following members:


Executive Board:

President: Kali Chan
 Executive Vice President:
 Donna Rivera-Downey
 First Vice President:
 Jessica Bellucci
 Treasurer: Louise Cassano
 Secretary: Valerie Esposito

Board of Directors:

Jerry Allocca
 Anna D'Aloisio
 Danielle De Souza
 Tim Hurley
 Theresa Jacobellis
 Andrea Jones
 Edie Reinhardt
 Rachael Risinger
 Cassandra Rowan

Contact Us

Public Relations
 Professionals of
 Long Island
 P.O. Box 158
 Hicksville, New York 11802
info@prpli.org 

To visit our website go to
www.prpli.org

Editor:


Louise Cassano

Design/Layout:

Bloom Media

Copy Editor:

Bill Krol

For more information about
 PRPLI, please visit our website
 at PRPLI.org or email us at
info@prpli.org 

From The Editor



Reality is changing. Be prepared.

This is not breaking news, by any means. Reality as seen on TV bears little resemblance to the lives most of us lead. We have been exposed to the entertainment of virtual reality (VR) through games and gaming devices, 3D photography, and movies. But technology is in the works and, in some cases, already on the market that will infuse VR into many aspects of our life, both physically and emotionally.

Google Expeditions virtually brings the world into the classroom and students inside the human body. By wearing an Oculus headset, potential travelers can experience the sights, sounds, and smells of faraway places in kiosks via the Marriott Teleporter. The Lowe's Holeroom allows customers to go from blueprint to finished construction.

VR allows us to accompany friends and family on their vacations; full-scale models of cars and prototypes of other manufactured products can go from computer-assisted design to 3D in less time, which means faster production; athletes can have more rep time off the field by using headsets that allow them to view the entire field on which they'll be playing.

It's predicted that VR will change human interaction by putting groups of people together to learn about each other, share goals, and understand their needs and issues.

In journalism, reporters are expressing never-before emotional feelings using headsets to watch live action.

"One of the bigger surprises for us," says Jake Silverstein, editor in chief, *New York Times Magazine* (as quoted in *Consumer Reports*, March 2016), "was how challenging it can be to craft a narrative when you don't have any of the typical editing moves. There's no framing the shot. You can't zoom in or out. So we spent a lot of time in the editing suite trying to get it right. But you can imagine a scenario where VR is simply part of our reporting when breaking news occurs."

Just when we thought our profession has seen more changes in the past 10 years than imaginable, we stand on the brink of more. With changes in journalism comes changes in PR. Enjoy the summer and spend some time reflecting on the changes we may experience in our career. Then, share your thoughts with our readers come September. We'd love to hear from you.

In the meantime, this issue of The PProfessional brings lots of good articles and ideas to ponder.

Enjoy the read,

Louise

Taking the Plunge:



Financial Concerns for Solopreneurs

By Krista Giannak

Financial issues are an important concern for any business owner, and solopreneurs sometimes learn the hard way. For this article, each of the interviewed solopreneurs has a different point of view.

Regarding the problem of fluctuating business income and expenses, Steve Haweeli, president of WordHampton Public Relations, offers some simple advice: "If you expect or can identify slow periods of business, put some money aside to help you get through. Also, try to secure a line of credit from a bank." Haweeli recommends building overhead costs into the rates entrepreneurs charge clients, as well as eliminating tax surprises by consulting an accountant throughout the year.

Setting rates involved a bit of trial and error for Andrea Jones, founder of On Target Marketing, until she discovered she was charging much less than her competitors. She discussed ways to manage expenses and recommends doing the research to see if a prospect would



be best served by a meeting or a phone call. She contends that many prospects are nowhere near "ready to buy." Jones says networking can be "one of the most costly line items." An important consideration for her

is, "Will my target audience and/or referral sources really be there?"

Edie Reinhardt, principal at RDT Content Marketing, customizes her project rates to fit her clients. Notable factors for Reinhardt include an estimation of how long the project will take, client goals, and the level of client responsiveness and clarity.

When it comes to proposals, Reinhardt is careful about quoting prices up front. "I try not to quote prices until we've had a longer discussion and I'm giving them a formal proposal," she says.

Jones has some similar thoughts. She says, "Questions such as, 'When do you plan to make a

decision?' and 'How ready are you to begin implementing a marketing program?' will help you decide if this prospect is proposal worthy."

Haweeli takes a different perspective, advising that professionals "get proposals out the door as soon as possible and update the style and look from time to time."

Utilizing tax deductions for meetings, subscriptions, and other expenses, with the assistance of tax professional, can definitely help.

Upgrade to Online Fundraising



By Williams Ekanem

When it comes to donating money, especially to charities and nonprofits, more people still prefer the old-fashioned check writing than online giving, the Internet craze notwithstanding.

Recent research supports this assertion and shows that online fundraising accounts for less than 10 percent currently, although emerging trends indicate donors are slowly migrating to online donations.

As contained in Blackbaud's 2015 Charitable Giving Report, 93 percent of funds given to nonprofits came from traditional means in 2015 (major gifts, fundraising events, checks, snail mail, and by phone). Only 7 percent of donations came through online donations.

The above report may be surprising, but it's the fact, although the same report shows online gifts have been steadily growing over the past couple of years, (9.2 percent from 2014 to 2015), and small organizations continue to see the largest growth in online donations.



If you are or your organization is considering launching or upgrading your fundraising format, take advantage of the growing online donation resources available.

The first thing to do is to select a constituent relationship management (CRM) system that allows for easy integration with the most commonly used

[Continued Online: Click Here](#)

The Advanced Degree:



The Value of a Master's Degree

By Sara Rietbroek

This is the last column in the series "The Advanced Degree." This final column focuses on those who are in a position to hire personnel.

They were asked: Is a master's

degree something you look for and, if so, how important is it? Is there a different salary range for BA or MA degrees? What about no degree?

According to Theresa Jacobellis, vice president of marketing for Paradigm Health Plans in Melville, "A master's degree is a nice to have, but not a must have when I am considering a candidate for a position. A willingness to learn, open mind, and excellent skill set including solid writing skills are more important."

More universities are now offering master's degree programs in public relations, including Hofstra University, where Jacobellis teaches as an adjunct. She believes that these degrees are highly focused on the professional requirements for someone interested in pursuing a leadership role in the PR industry; those who have other advanced degrees may also be well-qualified candidates for a position.

"Typically someone with a master's degree would command a higher salary in many instances," says Theresa. "I would not consider a candidate without a bachelor's degree at a minimum."

In an employment market that continues to be very competitive, she advises, "Anything that a candidate can do to differentiate himself or herself from other job seekers is advisable. Additional education—whether in the form of an advanced degree or participation in continuing education to enhance skills—would be looked upon favorably."

Donna Jannine, director of communications for the Suffolk County Police Department, doesn't necessarily look for a candidate with a master's degree. Instead, she focuses on work and internship experience in the field. She believes that a master's degree or any degree related to the communications and/or public relations fields is always a plus because it shows the student's commitment to be in a career within the field.

"I have not seen that much of a difference in salary," says Jannine. "But that's not to say there isn't one. There may

be PR firms that specifically state they want the applicant to have a master's degree, but, most likely, they will also state 8–10 years in the field. To also have strong social media experience is helpful.

"I focus on the experience in the field because it is ever-changing and, sometimes, the classroom cannot keep up," she continues. "My suggestion would be to specifically look for teachers who are adjunct,

The Advanced Degree continued on page 9

New Members



PRPLI's membership is growing, making the organization stronger and even more versatile. Please welcome these new members when you see them at the next meeting.

- Andrea Bonilla, Community Liaison
CSPM Group
- Jay Caruso, Communications Manager
St. Francis Hospital
- Chris Cosentino, Managing Director
CozComm Public Relations & Marketing
- Charles Costa, Owner
Costa Advisory, LLC
- Jackie LePage, Public Relations Coordinator
Tayne Law Group
- Tina Obremski, COO
NEXTGen Advertising, Inc.
- Tamar Simpson,
Director, Marketing & Communications
YMCA of Long Island
- Lisa Travatello, Public Relations Officer
City of Glen Cove



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](#).

Observations



Barbarian's at the Gate

By Bill Krol

A few years ago (OK, it was five!), I wrote an article titled "Apostrophe Catastrophe" for PRPLI's newsletter, in which I lamented how the apostrophe and comma were being misused by people who didn't

appear to understand (or were never taught) how to use these simple punctuation marks. Half a decade has not brought an improvement. I still see these mistakes, and not just by barely literate Internet posters; increasingly, so-called professional communicators are making these basic errors (Examples 1 & 2). It appears the decline of good grammar skills continues unabated.

Shakespeare used the apostrophe infrequently; people understood meaning by context. Are we moving to a time when the apostrophe is used all the time? Does the plural of barbarian become barbarian's because readers will know – based on the context of the sentence – that when an author writes, "All the barbarian's were at the gate," he means a multitude of barbarians?

Is it that people are getting sloppier? Or that grammar is no longer being taught? Are we becoming too dependent on autocorrect and other software spelling tools? Has text-speak made us too lazy to write correctly, because we know the other person will get our meaning?

Does anyone really care? Should we?

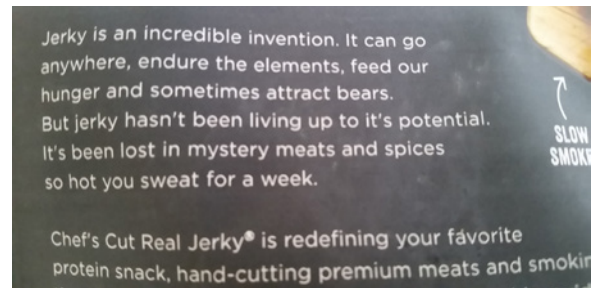
Oh, there are heated discussions on message boards and Facebook pages and blogs devoted to the rules, but the audience for these sites is dedicated to (some might say obsessed with) good grammar, and good writing and editing.

In a 2010 presentation titled "The Development of English Grammar," Christopher Mulvey of The English Project discusses the changes to English grammar and their impact.

What Mulvey terms the "Great English Grammar Settlement" began in 1755 with the publication of Samuel Johnson's Dictionary of the English Language, which attempted to codify the structure of the English language.



Example 1. Apparently, this product was made for one man only – a man named Guy. How did this store display make it past a copywriter and a proofreader? (And let's not get started on the misspelling of "heroes.")



Example 2. Apparently, the same copywriter and/or proofreader works for this company, whose product packaging contains an error.

While the written and spoken versions of English differ, English grammar today is under "attack," he acknowledges, in part because of the rise of the Internet, where these differences are blurred. Blog posts, tweets, texts, or emails are almost always informal, and available instantaneously around the world if we choose.

Mulvey maintains that the restrictions of many of the rules created in the 18th century to model English grammar on the Latin, e.g., do not split infinitives or end a sentence with a preposition, have already begun to fade. In time, he asks, will the distinctions we make today between "fewer" and "less than" or "more than" and "over" or "that" and "which" matter?

He notes that English changes forms about every three hundred years (but he's unclear how he regards punctuation as part of these changes, which brings us back to our "apostrophe catastrophe").

Observations continued on page 9

PRPLI GATSBY AWARDS GALA

PRPLI's annual Awards Dinner is always an outstanding success chaired this year by Andrea Jones and Virginia Lestingi. Held on May 10th at Carlyle at the Palace in Plainview, the ambience was charged with the elegance associated with a Gatsby theme. A night dedicated to honoring Long Island's best is one of the Island's most successful business networking and social events. Honored, this year, were: Peter Guaraldi with the Rising Star Award; Sharyn O'Mara with the Outstanding Mentor Award; Michael Harrison with the Long Island Achievement Award; David

Winzelberg for the Outstanding Media Representative Award, CJ2 Communications' Camille Koorey and Judith White with the PR Campaign of the Year Award, and Terry Lynam with the Jack Rettaliata Lifetime Achievement Award.

The event toasts the success of college interns with the scholarship award by PRPLI. This year's winners were Saralynn Kupperberg and Briana Cuningham of Hofstra University. The honorees are pictured in these photos with their presenters.



*Peter Guaraldi with
Donna Jannine*



*Sharyn O'Mara with
Donna Rivera-Downey*



*Michael Harrison with
Louise Cassano*



*David Winzelberg with
Katherine Caputi*



*Camille Koorey and Judith White
with Julie Gross Gelfand*



*Terry Lynam with
Jeff Morosoff*



*Saralynn Kupperberg and Briana Cuningham with
PRPLI President Kali Chan (l) and Event Co-Chair Andrea Jones (r)*

He Said, She Said



She Said... *Media That's Truly Social*

I like this organization's website redesign. It's welcoming, and it gives each of us an opportunity to write something about ourselves, and as a result, to learn more about each other.

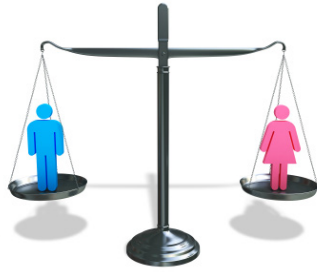
Very often the only impression we have of our peers is the face that is presented in the business world. But we are all made up of many layers. I recently heard a statement that left an impression. It went something like this: "If you tell everyone everything, you leave no room for surprises, and they'll lose interest."

These days, many of us live in two worlds. There's the one where we eat and sleep, and there's the other one where we scroll and "like."

The virtual world is not necessarily an indication of the real world, as the information is filtered with every post that's made. Some people tend to be more of the open book, and others tend to feel most comfortable writing the occasional "Happy Birthday" prompted by a computer reminder. Whether you jumped into the game with two feet forward or dipped your toes in a bit later, it still takes some time navigating the waters to learn how you want (and need) to present yourself in the cyber world. And when you finally figure out your own personal mission statement and get the words just right (at least for your comfort level), you are reminded that you went over the word count. Then you have to edit yourself.

I don't know if all of this self-examination is making us better people or is making us anxious to be around people or is helping us to make better connections. I do know, however, that I finally figured out how social media is most helping me.

When going to events, I find that I immediately have a topic of conversation on hand. There is an art to looking for an ice breaker, to starting a good conversation. When you are Facebook friends and are privy to a person's recent vacation or favorite pet or pet peeves, it is that much easier to delve into a meaningful talk.



Perhaps there is a way to incorporate the positives of technological advances without losing touch with the basics of human relationships. As long as it serves to enhance, and never to replace, we'll be fine.

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 debraanndoll@gmail.com.

He Said... *...And Be Mindful of that One-on-One*

It's true, social media has made everyone more accessible and transparent, but it should also put us on notice that what we hear or see may sometimes just be an illusion.

As a teacher of news/media literacy, I teach college students how to be wary of just about everything online. Verification is key, as is common sense. Everyone who is interested in accuracy should take a media literacy course. The firehose of information we are bombarded with on a daily basis needs context in order to be understood.

As for the social aspect of "social" media, we are for the first time in the history of human communication seeing unfiltered, unedited, and many times uninformed conversations feeding into each other a million times over, with the end result being chaos, albeit seemingly organized. Thirty years ago if someone shouted obscenities to someone over a phone, the entire world didn't listen in, only maybe your parents or significant other on the extension. Today, platforms have been created for just about anyone with access: soapboxes for the world's 7 billion people, and the sound is deafening.

But the tools we have created are invaluable. The world has become much smaller, and we can now stay in touch with just about anyone we want from virtually anywhere. Journalists can locate people and documents quicker, doctors can stay in touch remotely with patients, and grandkids can send their love to faraway grandparents.

[Continued Online: Click Here](#)

PRPLI Spotlight On: Patrick Calabria



PRPLI member Patrick Calabria is a man who wears many hats. The former sports reporter turned public relations practitioner is currently the vice president for institutional advancement and enrollment management at Farmingdale State

College. And it all started with a young man's dream of becoming a journalist.

After graduating high school, Calabria studied English with a minor in communications at Hofstra University; at the time, it was the closest he could get to formally studying journalism.

"Studying journalism was always my dream, and it was a great time to be a journalist," he says. "The world has changed so much since then."

During his days at Hofstra, Calabria was the sports editor and later editor-in-chief of the *Hofstra Chronicle*. His sophomore year, he worked nights taking high school sports scores over the phone at *Newsday's* headquarters. That position led to a summer internship in the 1970s, and in December of his senior year, he was offered a full-time position at *Newsday*.

That first job post-college led to a 20-year career as a sports reporter who covered everything from local sports, Stanley Cup championships and U.S. Open tennis championships, to the 1980 Summer Olympics, 1988 Winter Olympics, and 1992 Winter Games.

In 1992, he decided to make the switch from sports reporter to PR practitioner when the New York Islanders offered him a position as vice president for communications overseeing areas including public relations, community relations, publications, and entertainment.

Six years later, a friend mentioned that Calabria would be great in the higher education industry and he began his next transition at Stony Brook University. In 2007, he moved over to Farmingdale State College and has been there ever since.

In his current role at Farmingdale, Calabria's office is responsible for marketing, advertising, media relations, social media, creative design, website management, admissions, transfer student services, and alumni and government relations.

"Hands down, my favorite part of my job is helping students," he says. "I am very student-focused and

so is Farmingdale. I love the idea of being able to help students in any way that we can."

Six years ago, Calabria helped establish the Students First program that took every recommendation and request of Farmingdale students into account, turning the campus into a place where students truly come first.

"I am very proud of that venture. By nature, I am not a patient person, and I want to see our goals come to life as quickly as possible," Calabria says. "I'm fortunate enough to have an excellent staff who keep me in check and tell me when my ideas are just a little too crazy."

In addition to a dedicated staff he can lean on, Calabria turns to his colleagues in the industry for creative exchanges and new ideas.

"PRPLI and other similar organizations are great for networking," he says. "The feedback you can gain from colleagues in the industry is invaluable. No matter the number of years you have spent in the industry, there are always new ideas."

In addition to his role as a vice president, Calabria teaches a writing course at Farmingdale where he dedicates the last class of the semester to career advice. He tells his students, "Work hard. Be that person who is indispensable to your colleagues. If you work hard, good things will generally happen."

Kali's Keynote

Kali's Keynote continued from page 1

Please stay connected to PRPLI throughout the year by visiting our website at prpli.org for updates, and follow us on the official PRPLI social media accounts on [@PRPLITweets](https://twitter.com/PRPLITweets), [Facebook \(Facebook.com/PRPLI\)](https://www.facebook.com/PRPLI), and [LinkedIn](https://www.linkedin.com/company/prpli). For more information or any questions, please feel to contact me at info@prpli.org or follow me on [Twitter@AdelphiUtweets](https://twitter.com/AdelphiUtweets).

Here's to a fantastic 2016-2017.

Best regards,

Kali Chan
President, PRPLI Board of Directors

Speak To Connect

Speaking in front of an audience can be difficult even for the most seasoned professional. Speaking coach Marla Seiden of Seiden Communications offers some helpful hints on presentation skills:

1. Vary your tone, pitch, volume and tempo
2. Pause where there is punctuation
3. Pause to emphasize a point
4. Pause to eliminate filler words (such as “uhm,” “like,” “you know”)
5. Enunciate each sound in the word clearly and correctly
6. Smile – it connects you with the listener and shows authenticity
7. Use eye contact to engage the listener(s)
8. When speaking to a group, look into the eyes of a person in a different area of the room for about 5 seconds until you complete a thought
9. Use facial expression to reflect the emotion and message
10. Use natural but strong gestures to enhance your message but not distract
11. Stand straight with equal weight on both feet, shoulder-width apart
12. Avoid rocking, pacing, or standing in one spot for the presentation

To explore more tips with Marla, contact her at 516-437-6199 or at marla@seidencommunications.com.



The Advanced Degree:

The Advanced Degree from page 4

meaning they are also still engaged/working in the public relations industry so the student is getting as true a ‘current’ education as possible.”

Patricia Gambale, director of marketing for Guidepost Solutions, LLC, believes that depending on the level of the position, she doesn’t necessarily look for a master’s degree or a degree on someone’s resume. According to Gambale, “Experience is just as important, and I have worked beside (and still do today) some really talented coworkers who never obtained a degree. In a former company, an employee in another department applied for a position in my department. She did not have a degree. My manager was concerned. But I made my case. I had worked with her on company projects, and she had a great work ethic and personality. In addition, she already knew all about the organization’s services, culture, and targets. It turned out to be a positive experience.”

Observations

Observations from page 5

The growth of English as the lingua franca of the Internet also contributes to the changes in its structure.

Today, English is spoken by approximately 2 billion people worldwide, three-quarters of whom are non-native speakers putting their own stamp on the language.

So despite our lamentations about the death of good grammar, are we just caught in the inevitability of our language’s evolution? Our ability to understand English decreases the further back in time we go, as [this YouTube video shows](#). Three hundred, five hundred, a thousand years from now – will anyone then understand how we speak and write now, extra apostrophes or not?

William Krol is the communications manager at the Guide Dog Foundation for the Blind and America’s VetDogs and a freelance copy editor. He is not one of the horde of barbarians at the gate. He can be reached at wmkrol@yahoo.com.

Shout It Out

Congrats to Donna Jannine on her new position as the very first director of communications for the Suffolk County Police Department. As of June 10, 2016, Donna can be reached via email at djannine@aol.com. Good luck, Donna.

Another of our outstanding board members, Andrea Jones, has been selected by IABC/LI (International Association of Business Communicators, Long Island chapter) as the recipient of its 2016 Achievement in Communications Award. And, as of May 23, Andrea has taken on a new role as marketing manager at Rivkin Radler in Uniondale, in addition to her On Target Marketing business. She can be reached at Rivkin Radler at 516-357-3466 or by email at andrea.jones@rivkin.com.

Debra Scala-Giokas has been selected by DMALI (Direct Marketing Association of Long Island) as one of its 2016 Hall of Fame Honorees. Congratulations, Debra.

Theresa Jacobellis, formerly with Catholic Health Services, recently moved to Paradigm Health Plans of Melville as vice president of marketing.

Adelphi University takes home PLATINUM from the Hermes Creative Awards in two categories: Publicity Campaign for President Christine M. Riordan's appointment and the *AU VU Magazine*. The Association of Marketing and Communication Professionals bestowed these honors to Kali Chan and Bonnie Eissner.



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
- Bi-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/>.