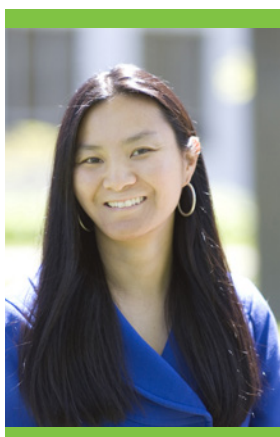




the PRProfessional



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Friends,

The sky's the limit for Public Relations Professionals of Long Island (PRPLI). You're the reason why we're the premier organization for public relations, marketing, and communications professionals. Thanks to your commitment, PRPLI is a group of special people where ideas and new industry knowledge can be shared in a supportive community.

It has been a pleasure serving on the board since 2011 and as president for two years. I truly care deeply about PRPLI and its members. As I begin to reflect on my leadership, I want to extend my sincerest gratitude to all who had confidence in my ability to play a pivotal role: Donna Rivera-Downey, Louise Cassano, Jeff Morosoff, Lee Peretz, Kimberly Elardo, Patricia Gambale, Domenick Graziani, Sharyn O'Mara, Mindy Wolfle, Aimee Keegan, Jessica Bellucci, Andrea Jones, and Nina McCann, among many others. I admire you, and I'm grateful for your skills and most of all your friendship over the years.

On June 27, we will elect the officers and directors for our program year 2017-18. Please join us at our

annual membership dinner as we share a number of important updates from the past year and look forward to next year. There are many wonderful ways to connect with one another, and this event certainly tops the list. Take advantage of the many benefits your membership provides.

As the membership year comes to a close on June 30, remember to renew. When you renew, be sure to refresh your online profile on prpli.org with your most current contact information so we can keep in touch. Please don't hesitate to email me at info@prpli.org or chan@adelphi.edu or Tweet me at [@AdelphiUtweets](https://twitter.com/AdelphiUtweets).

I hope you have a productive and exciting summer. Enjoy the company of loved ones and friends. I can't wait to see everyone soon.

Best regards,

Kali Chan

President,
PRPLI Board of Directors

Who We Are

Our Board consists of the following members:

Executive Board:

President: Kali Chan

Executive Vice President:

Donna Rivera-Downey

First Vice President:

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Treasurer: Louise Cassano

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Rachael Risinger

Cassie Rowan

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From The Editor



I recently won a very expensive designer handbag and a GoPro camera in a raffle that I didn't even know I had entered. I've been taking chances from the organization hosting the fundraiser for 30-plus years and never won a thing, so this came as a big surprise. It made me think about how we react to winning.

I remember winning two first-place prizes in an art show at Nassau Community College when I was taking classes leading to my associate's degree. Rejection abounds for anyone involved in the arts, and it's a wise teacher who insists that students take the plunge and put their work out there, as mine did. Arts are, after all, a form of communication.

When we enter contests – or any competition – we put ourselves in a direct line for rejection, which is not a comfortable place to be. When we win, we analyze what we've done to make the mark in the hope of recreating the experience.

So it is with PR professionals when we pitch a story. Rejection comes hard, and often it comes with the price of displeasing a client or our bosses. But when we land a placement, the feelings are uplifting, renewing, and, sometimes, remunerative.

As PR professionals, we find ourselves searching for ways to get our stories before our audiences of editors, reporters, and our publics. PRPLI's "Meet the Media" program in April landed a few wins for some of those in attendance who were brave enough to present their pitch to our panel of editors and reporters. I didn't hear any rejections – only good advice for improving the pitch.

Our need to find outlets for stories could easily be the reason that social media and public relations have formed a covenant – for better or for worse. This edition of The PProfessional looks at the subject from a few different viewpoints.

In her interview with Krista Giannak, seasoned reporter Aisha Al-Muslim says she uses social media to find people who are writing about a specific topic or story she's interested in covering, but she has her reservations about stories that are pitched to her via social media. See Aisha's take on that in the "From the Reporter's Side" column.

In the "Action/Reaction" column, Greg Demetriou presents interesting views on the validity and value of social media with Twitter the centerpiece of his article. Peter Crescenti advises students and young professionals to add some friendly anecdotes or greetings in corresponding via email and social media.

There are other enticing stories to enjoy in this final edition of PRPLI's 2016-2017 year, too.

So, enjoy the read and the summer!

Louise

Social Media Trends



The Need to be Authentic and Trustworthy on Social Media

By Cassie Rowan

Authentic: not false or copied; genuine (Dictionary.com)

Trustworthy: deserving of trust or confidence; dependable; reliable (Dictionary.com)

With the oversaturation of content and so many competing voices in the media market, it is important for a brand to be able to differentiate itself from the rest and target its audience in new ways with authentic and trustworthy content that will cut through the clutter.

Rather than put out generic content, brands should focus on what's most important to their audience, create key messaging points, and focus on having a conversation. This will build a better relationship, develop confidence, and move customers to the loyalty stage.

Maria Coscia, senior manager of media & production/social media specialist from Zimmerman/Edelson Inc., believes that social media allows just that. "You want to appeal to your target audience on their level, speak their language and not rely on jargon. Social media affords brands the opportunity to speak to their customers directly, without filters and on a budget. Whether it's Facebook, Instagram, Twitter, Snapchat, you name it – you can always find a platform that works the best way to target your customers."

As part of the marketing mix – which includes public relations – there is a need to develop content across many platforms, but it is especially important to cultivate relationships and authenticity on social media platforms. According to the 2017 Edelman Trust Barometer report, between 2012 and 2017 there was a five-percent decline in the trust of traditional media as a source for general news and information, while during the same time period there was an increase of five percent in the trust of online-only media consumption (<http://www.edelman.com/trust2017/>).

So, how do we create authentic and trustworthy content on social media?

- Don't talk to your audience; rather, have a conversation with them. A brand's only true strength is its ability to communicate on an individual level with its followers.
- Be spontaneous. Be less concerned about the "professional look," which in the case of social media could lead to missed opportunities to share what your organization is doing. You could end up being left behind in the news cycle, and your content may

appear staged (hint: staged isn't always positive). It's OK to take a video clip or a photo on your phone to post in the real moment or do a live-streamed interview at an event that is happening at that time.

- Be real. Share real stories and photos and encourage your followers to interact and share their experiences.

It will not always be sunshine and rainbows. Not everyone will have a positive experience with your brand, but by developing trust with your current customers and being authentic with your audience, you will be able to stand out among the many and create a group of loyal followers.

Cassie Rowan is the interactive media and marketing manager for Girls Scouts of Nassau County and a member of the PRPLI Board of Directors.

Meet & Pitch the Media Night



PRPLI's annual Meet & Pitch the Media night attracts a large crowd, many who attempt to entice the panelists with stories they wish to tell.



Sharon van Zwieten of FIOS1 News TV, Elisa DiStefano of News 12 Long Island, Amy Waldman of WPIX11 New York, Martin Untrojb of WCBS News Radio and Joe Dowd of Long Island Business News listened to pitches and offered advice on how to get the attention of editors. (Back row) PRPLI President Kali Chan, Moderator Flo Federman and Event Coordinators Anna D'Aloisio and Jessica Bellucci

Elements of Good Design

Takeaways From our March Program

By Edie Reinhardt

Have you ever wondered about the production process of your company's printed materials? PRPLI's March program, "Elements of Good Design," brought together a panel of experts to discuss just what goes into a project from concept to delivery. Moderators Cassie Rowan and Louise Cassano presented questions for discussion and interaction.

The key to creating a successful marketing piece is communication between the "client" (whether in-house staff or external) who is requesting the printed material and the content developers, designers, and printers involved at every stage in the process. What message should be conveyed? Who is the audience? When and where will the marketing piece be used? What formats are needed?

For Tim Hurley of Cahill Strategies, understanding the ideas and expectations of the various stakeholders is crucial to creating appropriate content. Often he has to pare down the text because clients want to put in too much information for the format and purpose. Asking lots of questions and listening to clients' answers is necessary in the planning process to ensure marketing copy that is compelling and effective.

Tina Atlas Panos of Panos Graphic Services shared that when she talks with clients about design, she strives to understand their vision and what they want to do with the printed material. That gives her the direction she needs to develop a proposal to meet their needs. When clients are not sure what they want, she provides samples to give them ideas. She also discusses their budget so she can appropriately tailor her design proposals and suggest possible cost savings in color choices, paper stock, quantities, and other areas. Her view is that a client who is knowledgeable about what they want will have a smoother and more successful project.

When it comes to printing, Michele Cacioppo of Sir Speedy Printing and Marketing Services echoed the other panelists about the importance of communication, early and often. Printing is the last step, but she tries to get involved earlier in the process in order to avoid potential problems or to offer suggestions. In particular, she emphasized that clients often do not understand what goes into the pricing and time

needed to print. The size, type, and weight of the paper; print quantity; and special handling like folding and die cuts all affect the cost and sometimes also lengthen turnaround time.



Panelists for the March program, "Elements of Good Design", included (seated) Tim Hurley, Michele Cacioppo and Tina Atlas-Panos. Standing (l-r) PRPLI President Kali Chan with Event Chairs, Louise Cassano and Cassie Rowan.

Timing is important to clients, but the panelists agreed that it is clients who primarily drive how long a project will take. At each stage, clients need to be prepared to make decisions about their direction and approve what's been done before moving to the next step. Content creators, designers, and printers typically will accommodate rush jobs, but expectations on all sides need to be discussed.

Edie Reinhardt is principal of RDT Content Marketing, LLC, and a member of the PRPLI Board of Directors.



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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](#).

From The Reporter's Side:



Aisha Al-Muslim

Interview By Krista Giannak

Award-winning journalist and Pulitzer Prize finalist Aisha Al-Muslim primarily covers the retail and small business beat at *Newsday*. Al-Muslim is also a former editor of the

Spanish-language community newspaper, *El Correo de Queens*, and a former reporter for its sister newspaper, *The Queens Courier*.

Q: How would you describe your relationship with PR professionals?

A: There are some professionals that I periodically reach out to on stories that I am working on. Others reach out to me. Since we have built some rapport over time, they tend to pitch me stories that they know I would be interested in because of my beat and could potentially run exclusively in *Newsday*.

My preferred level of contact with a PR professional is via email. The email subject should make it clear that the story involves Long Island retail, small businesses, or a company that I normally write about. Also, it is better to email me in the mornings instead of at the end of the day because I am normally on deadline after 5 p.m.

Q: Do you use social media to find story ideas?

A: Yes. Most of the time it is a trending topic or involves a company that I normally write about. I would also use social media to find people writing about a specific topic or story. Sometimes, a social media post may also catch my attention and turn into a story for me, but that happens very rarely. I would rather not be pitched a story via social media because it can easily be searched and seen by anyone.

Q: Of all the stories you've written, which ones would you consider the most meaningful?

A: Stories that affect people, one way or another. In some cases, it is people losing their nearest supermarket or clothing store. In other cases, it can be the employees who are being laid off and will be unemployed. Even though I write about business, many of the business stories involve people. On Long Island, small businesses dominate the economy, so there is always a story to be told.

Q: Could you show how your stories matter to the community?

A: During the Great Atlantic and Pacific Tea Co. bankruptcy proceedings, I covered its ripple effects across Long Island, the enormous impact of thousands of layoffs on workers and on communities that lost their local Waldbaum's and Pathmark supermarkets. My A&P bankruptcy coverage, which extended from July 2015 to December 2015, was keenly followed by our readers, and I would receive emails often asking about their local supermarkets. That's when I learned just how much Long Islanders care about where they purchase their food and also how store closures affect laid-off employees.

Q: How did you come to be a Pulitzer Prize finalist at age 28? How did it feel?

A: It felt pretty amazing that my investigative story with my colleague Will Van Sant that was part of a *Newsday* series on police misconduct was named a 2014 Pulitzer Prize finalist in the Public Service category. The story had been published in December 2013, almost a year before police brutality took center stage following the shooting of Michael Brown in Ferguson, Missouri, in August 2014.

My story with Will Van Sant involved a case of a 19-year-old who was beaten by Suffolk County police officers, went into a coma, and later died from his injuries. I first started working on the story back in 2012, after being assigned to cover a protest outside a Suffolk County police department precinct. Eventually, I worked on the story with Will and together we expanded the scope of the story. We interviewed several people, knocked on many doors, and reviewed hundreds of public documents.

Q: Is there anything else you would like PR professionals to know?

A: PR professionals should know that I am fluent in Spanish. Also, that I am always looking to diversify our business coverage, whether it is by race, gender, sexual orientation, or national origin.

Aisha can be reached at aisha.al-muslim@newsday.com.

Krista Giannak is a freelance writer and principal of Writing Wise Words That Matter.

THE PRPLI AWARDS DINNER



Award winners included the following honorees (l-r seated): Joe Dowd for Outstanding Media; Carley Weinstein for Rising Star; Kevin Ryan for Lifetime Achievement and Ellen Frisina for Outstanding Mentor. Event chairs Rachael Risinger and Donna Rivera-Downey look on along with PRPLI President Kali Chan (center). Missing from photo is Randi Shubin Dresner, winner of the Long Island Achievement Award..



Each year at the Awards Dinner, past presidents of PRPLI gather for a group photo. Attending the event this year were (l-r) Kimberly Elardo, Jeff Morosoff, Flo Federman, Lee Peretz, Laurie Bloom, Patricia Gambale and Kevin Ryan. Missing from photo: Louise Cassano



Event chairs, Donna Rivera-Downey and Rachael Risinger, with PRPLI President Kali Chan



Scholarship Committee Co-Chairperson Andrea Jones stands with scholarship winners Emily Elefante from Adelphi University, Vincent Frazzetto from Hofstra University, and Kali Chan, PRPLI president. Missing from photo is Scholarship Committee Co-Chairperson, Jessica Bellucci.



The PRPLI Awards Dinner brought out PRPLI board members (l-r front row) Donna Rivera-Downey, Rachael Risinger, Theresa Jacobellis, Kali Chan, Tim Hurley (l-r back row) Jerry Allocca, Cassie Rowan, Valerie Esposito, Anna D'Aloisio, Andrea Jones, Danielle DeSouza and Edie Reinhardt. Missing from photo are Jessica Bellucci and Louise Cassano.

He Said, She Said



She Said... *Much More Than Fries With That . .*

Now, I have not been to a McDonald's in almost 20 years. There are not many vegetarian choices. But, like you, I've passed by countless McDonald's. They remind me of my days in Little League Softball and going out with the team to celebrate a win. When I taught, I used the logo to demonstrate how the right choice of color can influence a customer. In the case of McDonald's, red makes you hungry and yellow invites conversation. But now I cannot pass by the golden arches without seeing them in a new way.

Recently, George and I watched the movie *The Founder*, the story behind McDonald's. I don't want to ruin the movie for those of you who have an interest in seeing it. I also don't have enough space in this column to tell the whole tale. I hope you'll accept this fast food version. Suffice it to say that Ray Kroc had a vision. He was not the one who created the first McDonald's, but he was the visionary with big dreams and perseverance.

While driving around America, he noticed crosses on top of churches and flags on top of buildings, and he realized that these were places where people gathered. He envisioned the Golden Arches as a symbol for a place where Americans would come together and break bread. Those beautiful arches enamored him. They inspired him. They drove him.

When I see the golden arches, I now also think about Joan Kroc, Roy's third wife. She was hard working, purposeful, and a philanthropist. Her generosity created the San Diego Hospice and the Institute for Palliative Medicine; the St. Vincent de Paul Joan Kroc Center for the Homeless; the University of Notre Dame's Joan B. Kroc Institute for International Peace Studies; and many Salvation Army Kroc Centers across the nation. She started Major League Baseball's first employee-assistance program for players and staff with drug problems. She supported Ronald McDonald Children's Charities and Ronald McDonald Houses; and upon her death, a bequest of \$225 million to National Public Radio and also \$5 million to her local radio station, San Diego's KPBS.



The other day, I drove past a McDonald's on Veterans Memorial Highway, and it stunned me. I thought about perseverance and the American dream and hard work. I thought about the story behind the logo.

As public relations people, we always need to think about and remember to tell the stories behind our logos. When we get this right, all of our promotional materials and efforts will follow rightly. The better we know our stories, the better we tell our stories, and the better our audience will remember our stories. It's the best way to keep them lining up for more.

Debra Scala Giokas is the director of marketing at Certilman Balin, and she recently began Debra Ann Dolls & things, LLC. You can find her shop on the e-commerce site Etsy, and you can learn about her story on Instagram @debraandolls65.

He Said... *Speaking of Perseverance . . .*

Sticking to something until it clicks is not always easy.

There are financial, emotional, and personal reasons to not stick with something, especially a startup business. But if you can balance all of these reasons long enough to hang in there, you may be surprised to find that one day, like a flip of a switch, your patience will pay off.

Statistics vary, but many startup businesses barely go beyond the five-year mark. That's good for many repeat entrepreneurs because they learn, over time, that failure is the first step to future success. But for many, the initial time, money, energy, and sacrifice is a one-time deal. That's too bad for those who have leftover stamina and resources, because many businesses that do fold, do so just before they are about to take off.

One of the toughest things you can ever do is gamble with your finances, especially if the business owner is the one who is keeping a family afloat.

Ray Kroc was a visionary, yes, but he was also a very astute observer. Being a good businessperson isn't enough. Kroc's talent was his ability to spot trends and a talent for translating those trends into a marketable design.

There was one other important trait he grew to cultivate – realizing that the business you're in may

[Continued Online: Click Here](#)

Action/Reaction

Twitter for better or worse

By Greg Demetriou

A current monster in the world of online messaging is Twitter. It is increasingly pervasive and a double-edged sword for public relations professionals.

Let's look first at the not-so-attractive side of online messaging. Twitter has become a vehicle for prominent individuals to vent their spleen on every topic *du jour*. Broadcast and cable outlets have added tweet references to their stories. Not only is the original tweet referenced, but several responses are put up on the screen to be read by the anchor. Tweets have become part of the fabric of the news. Who hasn't heard that something is "trending on Twitter" during a broadcast?

We've seen that our new president is a copious user of Twitter. Almost daily and, sometimes, multiple times in one day, tweets are forthcoming from him and his surrogates, who have commented that doing so is the president's way of combating "fake news" by going directly to the public at large. Accepting that on its face makes it seem to this writer that tweeting is advancing the messaging of the administration. In fact, from a public relations viewpoint, it often has the effect of prolonging issues that should be allowed to fade more quickly.

President Trump, however, is not the only one using the Twitter platform to message online. Hollywood personalities, politicians, and government officials of all levels seem to have found a way to try and be relevant. Their reach is probably not as "bigly" as the president's, but they are following his lead nonetheless. No pitches are necessary to get coverage – just go right to the internet.

This genie will not go back in the bottle. Twitter wars emanate from all sides and all agendas. Attack, parry, and react, over and over. Just watch the reportage. When the battles become heated enough, they breathe new life into the coverage.

Jody Fisher, vice president of public relations at Austin & Williams (@austin_williams), comments about the resulting divides that can sometimes prolong the discourse: "Twitter can be simultaneously inclusive and exclusive – you can learn new things if you choose or you can retreat into an echo chamber of people who only agree with you. The choice is yours."

News cycles are around the clock now. Thankfully, stories are often fleeting in duration: a blessing if you are on defense and trying to deflect bad or damaging news. However, social media, primarily Twitter, can prolong the agony and keep the issue reverberating a lot longer than would have previously been the case. Individual tweets can be a source of vitriol, venom, and rhetoric that borders on the despicable, thereby gaining even more attention.

PR practitioners of all stripes need to be ready to respond 24/7 when their clients are impacted. Smartphone cameras make everyone a reporter, and once an inflammatory video surfaces the "twitterverse" goes wild. It can feel like there is nowhere to hide and nothing to do but wait it out. That, of course, is the exact opposite of what is called for.



Fisher says, "Twitter has fed the 24-hour news cycle and increased expectations around the speed with which we receive and access news. We expect things to happen faster because of Twitter. Twitter has forced us to up our game as communicators; we must be sharper, faster, and more focused." On the other side of the ledger, PR pros and media types alike do like Twitter for the value it adds for them professionally.

Some, like Andrea Jones, marketing manager at Rivkin Radler LLP (@On_Target_Mktg) says, "Twitter has, in some respects, made it easier to work with journalists. It's a two-way information flow. By following a reporter on Twitter, PR professionals can see what the reporter is working on and put forth sources to support and or advance the story."

Jerry Allocca, founder and CEO at Connected Culture (@JerryAllocca) adds, "Media professionals look on

[Continued Online: Click Here](#)

The Art of the Interview

Young Professionals: Tips for Taking You to the Next Level

By Peter Crescenti

Not long ago, I attended a public relations conference sponsored by students at Hofstra University. During one of the sessions I mentioned that I'd done media relations in the music business, and after the session the president of Hofstra's chapter of the Public Relations Student Society of America asked about my music business experience, because she wanted to get into the field as a publicist for country music artists.

We chatted a while, and I was impressed by her. Days later I looked at her LinkedIn profile, and saw that she had posted at the top of the page: "Future Public Relations Professional." Reading that convinced me that she is a person who will succeed in this business because she is optimistic about what her career will be.

At the risk of contradicting some things you've learned in the classroom or from colleagues where you're working, here are some things I think are essential to a young professional's success.



Write, write, and write some more

As a PR pro you're going to be doing lots of writing, and there's only one way to get good at it, and that's to write. Press releases, of course, but more than that. Start a blog and write about your passions, hot topics of the day, your family, whatever. Learn how to write a news story and feature articles. Share your work with others, get critiques and direction. After all is said and done, you'll have the satisfaction that you're fine-tuning your skills.

The 5 W's

Yes, "who, what, when, where, why" is the mantra by which all journalists live. But it's crucial to PR professionals too, because your press releases and pitches should be delivering news – the kind of news that will make a reporter or assignment editor take notice. You'll have a few precious seconds to catch their attention, so don't blow it. Forget the vanity release, the one that gratuitously focuses on the CEO who has nothing to do with the story. And phrases such as "pleased to announce" should be forgotten. Get to the story – if there really is one. If you're at a company that uses this format as a template, gain your boss's confidence and slowly but surely get the company into a news mindset, and then watch the difference in which media react to you.

Get personal

Instead of just attaching a release to an email you're sending, add a personal note to the editor on the receiving end. Like you and me, they appreciate a kind word or a little encouragement. Make it a point to offer a friendly "hello," ask how they're doing, mention an article they've done recently, or some other greeting. If it's a reporter whose acquaintance you've made, add a little anecdote or comment about your meeting. It's the best way to establish relationships, which is so much of what this business is about.

A couple years ago I did just what I'm telling you with a story editor who worked for a well-known cable news show. Before long, we had TV crews coming to gallery shows, conferences, even the first day on the job of our new president. But don't rely on relationship only; be sure you're selling news. The relationship will get attention to your emails, but pitching the story they're looking for will get you the coverage. No fat, just facts.

Go the extra mile

I recently got a query from a *Newsday* reporter about a piece she wanted to do about companies that help pay their employees' student loans. I told her I'd look into it. During the process of trying to track down a lead, someone here at the college mentioned that a Long Island hospital she had worked at was giving nurses \$500 incentives to help defray their student debt if they agreed to work a night shift. I mentioned

[Continued Online: Click Here](#)

Member Spotlight: Tina Atlas Panos



By Valerie Esposito

PRPLI's membership base is made up of professionals from many walks of life. One thing we all have in common is our understanding of effective communication.

With strong communication skills, different groups of people come together to create a community of communications professionals who share a passion for networking and support PRPLI's mission.

PRPLI member Tina Atlas Panos graduated from Hofstra University with a Bachelor of Science in Fine Arts in Education and planned on becoming an art teacher. Her path took a different direction after she studied graphic design at Manhattan's School of Visual Arts and began working at a screen-printing company.

"Starting my own company was not something that I initially planned to do in my career," Panos says.

"While doing freelance work for a company in New York, I was offered the opportunity to take on a large account that catapulted my career and fueled my desire to start my own business."

Encouraged to pursue art by her mother who recognized Panos's talent and passion at a young age, Panos followed that passion through college and beyond, and eventually founded Panos Graphic Services in 1980.

Over the years, Panos Graphic Services has become one of Long Island's leading independent design studios for print and electronic media. As president of the company, Panos must communicate effectively with clients and printers, complete jobs, design, negotiate, learn, and challenge herself on a daily basis.

"I enjoy learning about the clients and their individual needs and wants," Panos says. "I enjoy the process of understanding their mission and how I can best represent who they are visually."

Throughout her career, Panos has valued the relationships she has built through PRPLI and similar organizations.

"I feel the greatest benefit of being a member of PRPLI is the ability to collaborate with colleagues and other professionals in our field," she says. "I enjoy the camaraderie of these types of organizations and the ability to surround myself with like-minded people."

Never losing sight of PRPLI's mission to provide a platform for professionals to network, learn, share new experiences, and advance their careers, Panos offers this advice to future PR practitioners: "I would urge them to network and get involved in various organizations and work hard to learn what the industry standards are. The demands and expectations of our industry are constantly changing, and I would encourage future practitioners to take the time to understand how they can best serve their clients in such a progressive world."

Valerie Esposito is media relations manager for St. Joseph's College, Long Island Campus, and a member of PRPLI's Board of Directors.

Coming Up

Visit the PRPLI website (prpli.org) and read PRPLI Newsbites for updated and complete information on these upcoming events.

Tuesday, June 27, 6 p.m.

Domenico's Restaurant, Levittown

Annual Membership Dinner

For members only! Networking, Elections, Fun!

Email RSVP to rsvp@prpli.org

Wednesday, July 12

Summer Mixer

Beer & Wine Tasting at Tullullah's in Bay Shore

Register [online](#)

Enjoy the summer!

We'll see you in September.

Shout It Out

Debra Scala Giokas tells us that her charitable doll business Debra Ann Dolls & things, LLC, was recently featured in the *Sayville Gazette*. Since 2016, she has donated 60 dolls to charities and children in need. Check out the Debra dolls on Etsy [Click Here](#).



Celebrating Memorial Day in uniform is a collection of Debra Ann Dolls made by Debra Scala Giokas.

PRPLI Treasurer **Louise Cassano** was recently interviewed by Mark Chiusano for "Levittown Created America's Notion of the Suburbs, but it Reshaped the City Too," an article about early migration to Levittown that appeared in [Newsday.com](#) and *amNew York*. The hamlet is celebrating its 70th anniversary this year. [Click Here](#).

Cynthia Sucich was recently promoted to director of corporate and community relations in the restructured development and communications department of The Inn.

Best wishes to **Larry Drago**, who has accepted a new position as marketing manager at Beyerdynamic Inc. in Farmingdale. Larry was formerly with Verint Systems Inc. in Melville.

At our Meet the Media program in April, PRPLI member **Lyn Dobrin** pitched a story on the Kennedy Centennial and the Peace Corps, in which she and her husband Arthur served. As a result, she was inspired to write "The Peace Corps: It Changed Our Lives," which ran in the *Anton papers* (<https://longislandweekly.com/peace-corps-changed-lives/>), and she was interviewed by *CBS* on her experiences as a Peace Corps volunteer in Kenya from 1965 to 1967. The interview is part of a *CBS* 50th anniversary series called "50 People to Know." Lyn's interview can be heard at <http://newyork.cbslocal.com/tag/50-people-to-know/>.



Among those PRPLI members honored by *Long Island Business News* for Excellence in Communications were (l-r) **Melissa Rose, Edie Reinhardt, Ellen Christie, Bill Corbett, Kali Chan, Greg Demetriou, Jessica DiMeo, Mark Grossman** and **Judith White**.

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/>.