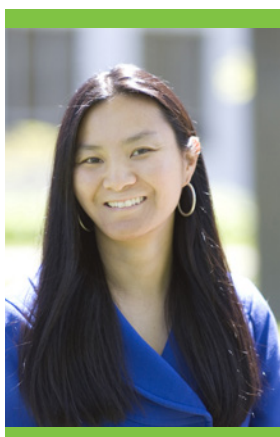




the PRProfessional



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Friends,

The holidays are a great time to gather with our family and friends, appreciate the many blessings in our lives, and celebrate the spirit of the season.

PRPLI is full of extraordinary people. Thank you to the many who attended the annual holiday mixer at Lord & Taylor in Garden City and donated to the toy drive. I encourage us to give back to people in need across Long Island and come together during challenging times to create a stronger community for all. We will continue this spirit of compassion and generosity in early 2017 with a special service project spearheaded by the Outreach Chair Theresa Jacobellis. Look for new initiatives and plans from PRPLI for the coming year.

The membership directory will soon arrive in your mailboxes. In it you will find a wealth of contacts in every industry. Here is your chance to continue a conversation from a past PRPLI event with a fellow member, connect face-to-face

with colleagues to develop strong working relationships, and increase your network of influencers through social media.

With a new year ahead, PRPLI will continue to be relevant, make an impact, and reach out to our diverse and talented members with professional development opportunities and tools to ensure their success in the field.

Your thoughts and suggestions are important. Please don't hesitate to email me at info@prpli.org or Tweet me at [@PRPLITweets](https://twitter.com/PRPLITweets) or [@AdelphiUtweets](https://twitter.com/AdelphiUtweets).

I hope the holidays bring you great happiness and a joyous new year.

Best,

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:
 Jessica Bellucci
 Treasurer: Louise Cassano
 Secretary: Valerie Esposito

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Jerry Allocca
 Anna D'Aloisio
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 Edie Reinhardt
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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



“Those who speak the language of our customers will survive,” says Ramon Ray, the very dynamic keynoter at the recent Techniques & Technologies conference jointly sponsored by Direct Marketing Association of Long Island (DMALI), International Association of Business

Communicators/Long Island chapter (IABC/LI), Long Island Visual Professionals, Social Media Association (SMA), and PRPLI.

Ray, founder and editor of *Smart Hustle Magazine*, contends that it's essential to successful marketing to ask the fundamental question of “Who is my target audience?” and then balancing the quantifiable statistics of a given population – the demographics – with the more difficult-to-quantify psychographics – the study of personality, values, opinions, attitudes, interests, and lifestyles – according to Wikipedia.

Ray's website (<http://www.smarthustle.com/>) describes his product as a community of small business owners with an entrepreneurial mindset. Ray practices what he preaches – build a community around your corporate brand, such as Nike and Starbucks have done.

Isn't that what PRPLI and the other presenting organizations have done? At PRPLI's monthly directors' meetings, the discussion of target audiences arises frequently. As a subset of the marketing and communications mix, public relations reaches out to a wide variety of communities. It's essential to PRPLI in general (and to this editor in particular) to know if our organization and this newsletter are meeting the interests of our communities, as well as providing tools and a voice for members.

Your participation, your feedback, your suggestions, your interaction are all essential to the continued success of both the organization and this newsletter. Our program evaluations and the Opinions column in this newsletter reflect your feedback and help in determining our future course. Share your good news and accomplishments with us, too. If we hear about it, we share it with our community.

Enjoy the festivities of the season! Consider a resolution for the new year to bring an associate to a PRPLI meeting, encourage them to join, and, for yourself, to become involved in whatever way you can.

Enjoy the read!

Louise

Observations



Tally-Ho and All That Jazz

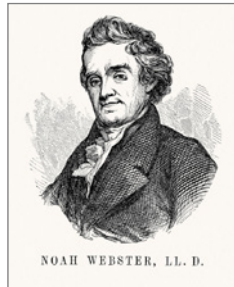
By Bill Krol

Although it didn't pan out, I was presented recently with a potential freelance project that was to be copy edited using British English. It got me to thinking about why there

are differences in English depending on which side of the Atlantic you live. The two variants each have their own nuances, from spelling to grammar and punctuation to slang to pronunciation; isn't one version of English quirky enough? (And let's not even bring Canadian or Australian or Irish English into the mix.)

You say you want a revolution

After the American Revolution, Noah Webster (of dictionary fame), a spelling reformer and a fervent patriot, believed the fledgling nation should also declare its own cultural independence. Language, he felt, would help bind the new Americans together to show they were different from the original British settlers.



Benjamin Franklin had first proposed a phonetic alphabet to simplify English spelling in 1768. His alphabet was made up of 26 letters – six existing letters were eliminated, but six others were added to indicate specific sounds. Although he wrote of his new alphabet in *Political, Miscellaneous, and Philosophical Pieces*, a collection of his writing published in 1779, it does not appear that he took much interest in his alphabet after he first suggested it. In any event, it never caught on.

Webster was intrigued by it, and in his 1789 book *Dissertations on the English Language*, he included a letter of Franklin's that described the new system. While Webster did not propose new letters, some of his alternate spellings were radical.

For instance, he wanted to drop the silent "e" in words like "determine" ("determin") and "nightmare" ("nightmar"). He also proposed spelling "tongue" as "tung" and "machine" as "masheen." These did not catch on, but others did. Today, we do not use the silent "u" in words like "color" and "flavor." We use a "z" not an "s" in words like "civilization," and we use an "yze," not "yse," in words like "analyze."

Webster is generally considered to be the first successful reformer whose suggestions were incorporated into what we now consider American English.

Full stop. Period.

Differences in British and American English go beyond spelling. We also use punctuation differently. In American English, periods ("full stops" in British English) and commas go inside quotation marks ("inverted commas"), but not in British English:

British: *Sir Reginald declared that an 'afternoon tea' was not the same as a 'high tea'.*

American: *Reggie just wanted a burger to tide him over till dinner. He didn't care if you called it "afternoon tea" or "high tea."*

However, if the matter inside the quotation marks is a complete sentence, the period goes inside, British or American English.

British: *Sir Reginald sniffed, 'We await Lady Barrington, who shall be joining us shortly.'*

American: *Reggie said, "Who's this Lady Barrington broad? Tell her to get on down here or we'll start without her."*

(Oh, and in British English, the single inverted comma is used first, then the double; naturally, it's reversed in American English.)

One place British English does not use periods is in courtesy titles. While an American would write: "Dr. Jekyll and Mr. Hyde," a British writer would style

[Continued Online: Click Here](#)

From The Reporter's Side:



Timothy Bolger

Interview By Krista Giannak

Long Island Press Managing Editor Timothy Bolger has been uncovering stories since shortly after the launch of the publication in 2003. His beats include crime, general interest,

and political news, as well as some in-depth investigative features. He can be reached at tbolger@longislandpress.com.

Q: How would you describe your preferred level of contact with a PR professional?

A: Email is still the way to go. We have way too much going on to deal with random phone calls.

Q: Do you ever want to be pitched via social media?

A: Doesn't hurt, as long as it's a DM (direct message). Pitches on a Facebook page or @-ting on Twitter can be unnerving, depending upon the topic.

Q: Any pitching tips?

A: It doesn't hurt to follow up with a phone call to make sure the email didn't go to spam. Just know who you're pitching. We're not one of these local weeklies that reprints press releases about which local high school student won an award. Good news is nice and all, but we're a small staff covering a big island. We just don't get that hyperlocal, so don't waste your time.

Q: How would you describe your relationship with the police as you prepare stories?

A: I have a good relationship with them for the most part, although there's always room for improvement.

Q: Of all the stories you've written, which ones would you consider the most meaningful? Could you show how your stories matter to the community?

A: The investigative stories that raise awareness to a little-known issue or expose wrongdoing and hopefully affect positive changes are always the most rewarding. For example, our heroin series got a couple of laws passed and got a lot of people to wake up on the issue. (Note: *The final 2014 article*

in the series, "How Long Island is Losing its War on Heroin," described Nassau County's noncompliance with laws mandating heroin prevention, the reasons behind the increasing heroin epidemic, and the steps the county took following the Long Island Press inquiry, including reviving a drug index mapping website that had been dormant for three years.

Q: What's your favorite beat to cover? Why?

A: Crime. It was my original beat. I must have been a lawyer in a past life because I just love stories that involve the justice system. A quote from Bolger's *Long Island Press* bio reads: "He won't be happy until everyone is as pissed off as he is about how screwed up Lawn Guyland is."



Krista Giannak of *Writing Wise Words That Matter* is a freelance writer. She can be reached at krista@giannak.net or at [Linkedin.com/in/kristagiannak](https://www.linkedin.com/in/kristagiannak).

What's New in Social Media?



By Cassandra Rowan

Have you noticed something different when you scroll through some stories on Instagram? Maybe you're seeing a note that says "See More" at the bottom of some of the stories in your feed?

Instagram just announced that they are testing a new feature where verified accounts can add a "See More" button, which can then be linked to a webpage. If this becomes available to all users, it means we no longer need to continuously update the link in our profile. We could have the ability to direct people to programs we're promoting, direct our followers to our blog, or link directly to a product we might be highlighting.

How does the function work? As you browse through your stories, look for the "See More" note, which you can swipe up to view the link.

How do you go about adding a link to your story? This feature is currently in a testing phase and

[Continued Online: Click Here](#)

He Said, She Said



She Said... Something to Sneeze At

Before she created her OWN television network, Oprah Winfrey hosted a daily show at 4 p.m. If you invented a product, you wanted it to be picked as one of her “favorite things,” and if you authored a book, you wanted it to be chosen for her book club. If Oprah said to buy it, most people who could, would, and if she said to read it, most people did, evidenced by the book’s climb to the top of *The New York Times* bestseller list. She has the golden touch. Malcom Gladwell would label her a “sneezer.”

In his book, *The Tipping Point*, Gladwell discusses the magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. These social epidemics are a marketing phenomenon. It’s the mass dissemination of products or ideas.

Recently, Bill Whitaker reported a story on CBS’s *60 Minutes* about social influencers. They are 20-somethings who earn millions by pitching products in short and silly videos. They upload their homemade, six-second movies on Instagram, Vine (which may be closing down), YouTube, or Snapchat. The mere shock value of the material garners followers. Through endorsements of products or services, their followers turn into dollars. These social influences are a new force in advertising. They are modern-day “sneezers.”

Years ago, there was a magical movie about an extraterrestrial who came to earth and won our hearts while filling his stomach with Reese’s Pieces. Spielberg’s *ET* followed the candy, and Reese’s didn’t complain about the attention. That’s old-fashioned product placement, and a good example of embedded marketing. The movie is a classic, and *ET*, the character, could very well be termed a “sneezer” in Gladwell’s world.

As public relations people, we are called upon to get the good word out. But are we at the mercy of a few social influencers? What message do we want to send?



The mass production of silly material in six seconds is helping to sell, but is it helping us to grow as a society? I wish Andy Rooney were still alive. I wonder how he would have commented on this phenomenon. Ah-choo! I’m going to pass the Kleenex® to George.

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... I So Miss Andy Rooney

I’m sure the old curmudgeon Andy Rooney, with the messy office and common sense commentary, would have plenty of things to say about the current state of the world.

But even Andy would have a tough time these days.

Nationally, the media has hit its lowest point of trust with the American public. According to the Pew Center and Gallup organizations, trust in the media has reached historic lows, with Gallup saying that only 4 in 10 adults trust what they see in the press, lower among younger people. You have to go all the way back to 1976 to find a 72 percent trust in the media. It’s been dropping ever since. And much has been written about websites, many of them on Facebook, masquerading as legitimate media, with fake news, searching for readers who crave affirmation of their beliefs. It’s called “confirmation bias,” and it’s rampant online, especially during this past election cycle.

So, what does this have to do with communications professionals? Everything.

If you think your word is now easier to get out because you are no longer at the mercy of a cantankerous editor sitting at a press-release-strewn desk, think again. You may have a gazillion more ways at your disposal to spread the word, but what you are trying to do is shove your release into a raging firehose pointed straight at

[Continued Online: Click Here](#)

PRPLI Member Spotlight: Q&A with Melissa Kuehnle



Photo Credit:
Michael Macioce

By Valerie Esposito

PRPLI board member Valerie Esposito sat down with Melissa Kuehnle, director of communications and external relations at St. Joseph's College (SJC), for a Q&A about

how an art major found her niche in the public relations field. Read on to find out how all roads can lead to PR.

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

MK: As an undergraduate student at Penn State, I was an art major and an art history minor. My concentrations were in drawing and design. It wasn't until grad school at NYIT that I got into PR.

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

MK: After college, I worked as a childcare site director for the YMCA. It was definitely not art related, but I had the experience from working at camp and as a basketball coach, so I enjoyed the position.

VE: What made you make the switch to PR practitioner?

MK: When I interviewed for graphic design positions, I was not getting any bites, so I decided to go back to school for my master's. I knew I was creative and I could write, so I majored in communication arts at NYIT. I was able to take design classes and PR classes, and they actually worked well together. For example, I would write the copy for a brochure, design the brochure, and then promote the organization. It seemed like a great fit for me.

VE: Over the years, you have earned quite a few awards and accolades. Which of them provided you with the greatest sense of accomplishment?

MK: Earlier this year, I received an Excellence in Communication award from *Long Island Business News*. That's the one that made me most proud because it was very fulfilling to be listed alongside people and organizations that I admire.

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

MK: I think the person who influenced my career the most is my dad. He wanted everything for me and more, and it didn't matter that I am female. Every time I would talk about wanting to do something, he would say, "Do it," without hesitation. He wanted me to get the best education I could, try everything, and play every sport I was able to play. The only thing he didn't want me to pursue was boxing because he said it would ruin my face. He really influenced my insatiable need to try things and keep learning.

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

MK: The most enjoyable part of my job at SJC is being part of something worthwhile. A college education is something that is valuable and everlasting. No one can take knowledge away from you after you have it. Also, I love being part of the Patchogue community. It's all about people helping to strengthen our neighborhood.

VE: What is the most challenging?

MK: The most challenging part of my job is keeping everyone satisfied. We have to listen to the needs of our students, staff, faculty, and administration, who don't always agree, but we must be creative and forge ahead to appease all parties.

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

MK: At SJC, I do my best to increase our visibility and promote our events and accomplishments through press releases, articles, pitch calls, and social media. A daily focus of mine is community relations, so I am very involved in local committees, councils, events, and projects. I am the 2nd vice president for the Greater Patchogue Chamber of Commerce and its marketing chair, and I am on the board of Vision Long Island, which is a local leader in downtown revitalization and community development. The communications part of my job includes managing the internal MySJC web portal announcements and enforcing our internal broadcast email policy.

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PRPLI Intern Scholarship Applications Online Now

Each year, PRPLI awards up to two \$1,000 scholarship awards and a complimentary one year PRPLI membership. 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. For more information and to apply:

Social media:

#PublicRelations #Marketing #students: [@PRPLITweets](https://twitter.com/PRPLITweets)
#scholarship info is now posted! Check out <http://prpli.org/scholarship-program> to apply

#PublicRelations #Marketing students:
[@PRPLITweets](https://twitter.com/PRPLITweets) scholarship info
<http://prpli.org/scholarship-program>
Deadline 2/1/17

Please Welcome



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.

- Mallory Kerley, United Way of Long Island
- Jennifer Maizel, Grassi & Co
- Mary Colleen Ohara, St. Charles Hospital
- Marion Schwaner



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](https://www.facebook.com/PRPLI), [Twitter @PRPLITweets](https://twitter.com/PRPLITweets) and on [LinkedIn](https://www.linkedin.com/company/prpli).

The Art of the Interview



The Art of the Interview: Delivering a Winning Performance

By Peter Crescenti

In the previous issue, I talked about preparing your boss, client, or colleague for a media interview. I stressed a few things that are crucial to their success, things that, when fully digested, will ensure a performance that will prompt the reporter to come back the next time there's a story in your sweet spot.

Tell your people:

- Prepare. Prepare. Prepare. No matter how well your client knows his or her stuff, there's no substitute for prepping. That means making notes and reviewing them a few times, catching up on research that helps tell their story – even rehearsing, if your client hasn't been interviewed before.
- Exude confidence. Part of the preparation process is convincing your client that he or she is the expert and to get them to think: "I'm in control because I have what the reporter needs." Show them tips on how to come across authoritatively. Behind all this are the nuts and bolts that will ensure your CEO walks away from the interview pleased with the performance made—and pleased with you for preparing him so well.

There was a TV police drama in the late 1950s/early '60s called *The Naked City*, which ended each week with a voiceover: "There are eight million stories in the Naked City. This has been one of them." Well, there's much you can tell your boss before an interview, but information overload can be almost as bad as no preparation at all. So, here are just a few proven tips that have helped me help people who are going before the camera or standing in front of a guy with the notepad.

1. Know the reporter. If your client doesn't watch the news program the reporter works for, provide a synopsis of who that reporter is. Include information such as the channel the reporter works for, the reporter's professional history (veteran or rookie?), their beat. Does the reporter cover your industry, or does she cover a geographic region? Remember, a general beat reporter may be covering a political scandal one day, and your client's product the next.

Once you know the score, the approach to answering questions may differ from interview to interview.

2. Be a news junkie. Know what's going on in your president's zone or in anything even remotely related to it. That way you can anticipate an assignment editor's call. Keep the cell phone on, let the office know where you'll be at all times, and if possible, have your person be available at a moment's notice. That could be the difference between being interviewed or someone else appearing on the 6 o'clock news.
3. The interview begins now. The interview begins the minute the reporter arrives. Small talk, sure. But, be careful about venturing into the subject at hand because everything is on the table. Nothing is "off the record" unless you insist it is, but why even go there? Stay on message – whether the camera is rolling or not.
4. Just answer the question. Sometimes it's hard to answer a question in a sound bite when you have a paragraph in your head. It takes discipline, and besides, you don't want a long-winded answer winding up on the cutting room floor. If there is something your boss thinks the reporter really ought to know, tell her to wait until the question is answered, and then volunteer a "By the way..."



5. Avoid industry speak. Yes, it's the reporter you're talking to, but your real audience is the viewers at home. Drop the acronyms and abbreviations (unless it's really well known), and speak as if you were talking to a friend. Industry jargon – unless it's absolutely necessary – is a no-no.
6. Avoid speculation. We have an aviation professor at Farmingdale State College who gets a call every time something aviation-related is in the news – especially

[Continued Online: Click Here](#)

Action/Reaction

The Race To End All Races

By Greg Demetriou

Campaign 2016 has been completed by the time you read this, and the country has elected a new president. As it always happens, some are happy and others dejected. What follows is a look at the campaigns themselves, and the good, the bad, and the ugly of each. To recap such a complex topic in so few words is difficult, so I have enlisted the aid of some esteemed and very experienced colleagues.

On June 16, 2015, America was witness to a somewhat different start of a presidential campaign with all the trappings of a grand spectacle in the lobby of the Trump Tower. I am not sure that anyone understood at that time what was to play out over the next 17 months. Hillary Clinton appeared to be about to waltz into the nomination but ran into a different phenomenon in the person of a 74-year-old socialist senator named Bernie Sanders. Trump, an unrepentant billionaire, and Sanders, proud of his far-left agenda, gave the media so much to report. The daily news cycle was far from boring throughout the primaries.

The campaigns were a different type of theater than had ever been seen in this country. Seventeen candidates threw their hats into the Republican ring, a number heretofore unprecedented. A debate spectacle was created, or more accurately, it was a debacle.

Being a public relations professional in this arena was a crucible by fire. I am sure none of those folks got much sleep. The twists and turns came fast and furious. Accusations prompted retaliation. Denials were a dime a dozen. Surrogates were trotted out to be the faithful minions espousing the company line. Some were effective and others merely shrill. Talking points were the currency of the land.

When asked to comment on what passed for professional public relations tactics, Sharyn O'Mara, marketing director at the law firm of Wisselman, Harounian & Associates, said, "There is no such thing as bad publicity' proved to be simply untrue."

There was no love lost in the field of 17 (nor the two ultimate party nominees for that matter). They were on the attack from the start. Unfortunately for

Sanders, during the primaries he chose to remain civil and accusatory of his opponent only up to a point. The consensus is that it was a decision that would be his undoing.

Damage control was a constant. Trump did not adhere to smart public relations tactics when he kept being baited and gave life to story lines that would have been allowed to die much more quickly if he had not been willing to engage. "He was too easily baited and unrestrained in his responses" O'Mara said, sympathetic to the professional PR folks working the campaigns. "It is very hard to keep defending and deflecting for candidates who are fiascos with so many negative episodes."



Joe Dowd, a veteran journalist and the editor of *Long Island Business News*, is disheartened. He said, "Both campaigns have done irreparable harm to the electorate on so many levels. They polarized the nation into angry camps by being intolerant of the other side. A new president – either way – will be in damage control and crisis management mode before they are even in the White House."

Bill Corbett Jr., president of Corbett PR, commented about the conventions, saying, "The Republican convention focused heavily on Hillary Clinton and seemed to work. On the Democratic side, their convention was mired in the disclosures of undermining Bernie Sanders, which sucked a lot of the air out of the room."

Throughout the general election campaign, slugfest damage control was a constant *modus operandi*. O'Mara said, "The Trump team was often ignored when he got baited and responded; they could not get him to take a breath and think before he

[Continued Online: Click Here](#)

In Case You Missed It

October Meeting

By Vivian Leber

In introducing this year's inaugural program on October 4, PRPLI President Kali Chan presented examples of the challenges that await communications professionals in the creation of multicultural marketing campaigns, both within the United States and globally. The truth is that we all, to some degree, wear cultural blinders.

"Communicating with Diverse Audiences" posed questions that even seasoned professionals may never have thought to ask. Following the presentation, Theresa Jacobellis moderated a lively discussion, with audience members contributing perceptive questions. She and Tim Hurley, both PRPLI board members, arranged the compelling program.

The speakers, Dr. Kara Alaimo, assistant professor of public relations at Hofstra University, and Luis E. Montes, assistant deputy county executive who serves as Suffolk County Executive Steve Bellone's spokesperson for ethnic media, noted that 18 percent of Long Island's population is Hispanic and that Asians are the country's fastest growing group, a trend that will be reflected on Long Island in coming years.

These groups have massive purchasing power. Montes exposed some of the faux pas made by business communicators. Foremost is their reliance on tools such as Google Translate, which mostly garbles the document's intent and produces nonsensical errors. Another mistake is to treat Hispanics as a monolithic market. He suggested reaching third-generation Hispanics, who on Long Island are often of Puerto Rican or Salvadoran ancestry, with mainstream English-language media. Their elders – first- and second-generation individuals – may take offense at trendy marketing campaigns. Take into consideration language localisms used by different Latino immigrant groups by supplementing pan-Hispanic media with local ethnic weeklies, which are found in bodegas, or with Spanish cable TV packages. Abroad, don't launch a campaign solo. He recommends that a company identify and build a relationship with validators who have stature and trust.

Alaimo presented fascinating findings from a 10-year global study, as described in her recently published book, *Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication*.

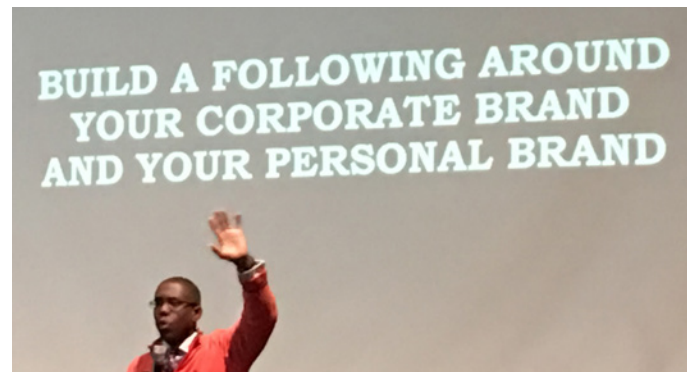
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November Meeting

Second in the PRPLI program lineup for this year was "Marketing and PR Strategies for Professional Services Firms," a look at ways to broaden marketing reach, keep customers and clients on board and happy, and how to best reach your intended markets. Panelists included Elizabeth Cappa-Saitta, director of new business development for Kuttin Wealth Management; Debra Scala-Giokas, director of marketing for Certilman Balin Adler & Hyman, LLP; Richard Shippee, director of communications for Eisner Amper, LLP; and Leslie Tayne, Esq., founder of Tayne Law Group. The program was moderated by Andrea Jones, marketing manager for Rivkin Radler, LLP, and founder of On Target Marketing.

Several PRPLI members in attendance gave some feedback on their takeaway.

[Continued Online: Click Here](#)



On November 10, a program titled "Techniques and Technologies" was jointly sponsored by Direct Marketing Association of Long Island (DMALI), International Association of Business Communicators/Long Island chapter (IABC/LI), Long Island Visual Professionals, Social Media Association (SMA), and PRPLI. The keynote speaker was Ramon Ray, founder and editor of *Smart Hustle* Magazine. PRPLI members Jerry Allocca, Kali Chan, Louise Cassano and Domenick Graziani were in attendance. Graziani, who is Lead Specialist for Communications with National Grid, was one of the panelists.

Coming Up

PRPLI is always on the go. Here are some of our upcoming events. Check our website for updates and details.

Tuesday, March 21, 2017

Elements of Good Design, 6 p.m.

A panel discussion presentation on process, color, content and message with a Q & A following.

Sheraton Four Points, 333 South Service Road, Plainview

April

Annual Meet and Pitch the Media Night

Tuesday, May 9

Annual Awards Gala

Shout It Out

At the Emerald Summit sponsored by the Moxxie Mentoring Foundation, Andrea Jones was named Ms Moxxie Mentor of the Year. The award goes to the mentor who has been a sophisticated and non-judgmental role model to her mentoring group of young professional woman.



Ms Moxxie Mentor of the Year, Andrea Jones (second from left) with PRPLI members Kali Chan, president; Lisa Chalker and Theresa Jacobellis.

Congratulations to past president and charter member of PRPLI, Jeff Morosoff, on being selected the 2016 Distinguished Teacher of the Year from Hofstra University Lawrence Herbert School of Communication.

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/>.