



# the PRProfessional



## Inside This Issue

*From The Editor*

*Social Media Trends*

*Observations*

*PRPLI Welcomes  
New Board Members*

*He Said, She Said*

*Financial Help for  
College Students*

*New Members*

*Shout It Out*

*Coming Up*

*PRPLI is the Best.  
Let Others Know It.*

## Donna's Corner

Dear Friends,

I am very proud and honored to assume the role of president of Public Relations Professionals of Long Island. I look forward to working with the new board to deliver the best programming and events for our membership. You're the reason why we're the premier organization for public relations, marketing, and communications professionals on Long Island. Thanks to your commitment, PRPLI is a group of special people where ideas and new industry knowledge can be shared in a supportive community.

Many of us enjoyed long summer vacations and shortened work weeks, but now we are back to our regular routines. It is also time to think about how PRPLI fits into your routine. Will you attend a program, participate in a service project, work on a committee, write an article for this publication, help out at our upcoming service project or come network with us at our holiday mixer? Get involved now and you will find your membership even more meaningful to you.

There's a lot happening at PRPLI to provide you with professional development opportunities, tools to ensure your success in the field, and resources to better serve our membership. Stay tuned for the announcement of our

upcoming programs and activities. Our membership directory will soon arrive in your mailbox. You will find, at your fingertips, a wealth of contacts in nearly every industry. In addition to the printed version of the directory, you will have access to our online version. I encourage all of you to update your own profile on our website. Don't forget to add a photo to your profile!

One of the goals the new board has taken on is to make sure we offer professional development programs that interest our members and cover cutting edge topics in the fields of public relations, marketing, and communications. You can help us meet this goal over the next few months by recommending topics that you would like us to explore. Please send me your suggestions. We are always looking to expand our membership, so if you have any colleagues or contacts you'd like to refer to PRPLI or if you want to become more involved, please let me know; I welcome your thoughts and comments. You can email me at [info@prpli.org](mailto:info@prpli.org).

Best regards,

Donna Rivera-Downey  
President  
PRPLI Board of Directors

## Who We Are

Our Board consists of the following members:

### **Executive Board:**

President: Donna Rivera-Downey

Executive Vice President:

Valerie Esposito

First Vice President:

Jessica Bellucci

Secretary: Rachael Risinger

Treasurer: Jerry Allocca

### **Board of Directors:**

Louise Cassano

Lisa Chalker

Kim Como

Anna D'Aloisio

Gregory Demetriou

Danielle De Souza

Tina Panos

Edie Reinhardt

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](http://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](http://PRPLI.org) or email us at [info@prpli.org](mailto:info@prpli.org) 

## From The Editor



As I write this column, the world around me is gearing up for the autumnal transition to increased darkness. As a society, we've learned to cope with the late sunrises and early sunsets and the mandatory "fall back" of our clocks.

But now when I think of darkness, the term "dark social" pops into my head, and I think of the impact it is having on public relations and marketing. No, dark social, a term coined in 2012 by Alexis Madrigal, former deputy editor of *The Atlantic*, is not some magical elixir concocted by a school of witchery. It is simply direct online traffic that comes from sharing content through private channels such as email, messaging, mobile apps, and similar media.

For the PR and marketing professional, tracking the source and the results of dark social is difficult because links don't contain referrer data. So efforts at getting out the word are hard to measure. As PR people, we should be accustomed to that. Much of what we do is immeasurable, but dark social is important to delivering our messages. It targets unique audiences who may not do online research, allows for targeting specific demographics, and for some businesses, it is the best way to reach their intended audience. So, it may, indeed, be a potion that works magic for some.

The bottom line is that it's our job to reach audiences in the best way we can that best serves our client base. For this newsletter, it's reaching out to you, our readers, through this medium. We hope you're learning more about your PRPLI organization, the people who make up the membership, and what's happening in the industry. If there are topics you'd like to see us discuss or if there's a topic you'd like to write about, please get in touch with me at [lc@louiseccassano.com](mailto:lc@louiseccassano.com). I'd be happy to talk with you about your ideas.

Sincerely,

Louise

# Social Media Trends



By Cassandra Rowan

You've developed a presence on social media, but now you need to manage that presence. Social media requires time, a plan, and effort to ensure that it is engaging and achieving its purpose.

So the question is, should you go at it alone or should you build a team to help you manage your project?

## Pros of building a team:

- **Time.** An important aspect of maintaining a social media account is participating in real-time conversation and being able to provide customer service to your audience around the clock. Having a team to manage your social media platforms means a faster response time and the increased likelihood that someone will respond during those odd hours (2 a.m., for example). In addition, it could mean you're not responding to comments while sitting on a beach with your family during vacation.
- **Content Creation.** Social media content doesn't generate itself, and managing business accounts isn't the same as having a personal account. Your organization will need the right combination of engaging content that will keep your fan base interested and looking for more while still providing information about your organization and its products or services. The benefits of working with a group of individuals are that individuals all think differently and have different ideas. Having a team will enable you to tap into those different ideas to create interesting and out-of-the-box content, which will minimize the potential that your content will get stale.
- **More knowledge.** By building a team, there are more people researching and learning about specific topics rather than relying on one person's general knowledge of everything.
- **Designated Specialist.** Developed roles within the team allow for people to become specialists in certain areas. These specialists can focus on staying current on trends and new resources for their specific area. You might have one person who specializes in answering comments while another focuses on answering messages and an additional person who develops and schedules new content.

## Cons of building a team:

- **Organizational Systems.** A hierarchy needs to be put in place so that there is a uniform effort, accurate content, and everyone knows their role.
- **Too Many Hands in the Kitchen.** It can get very confusing if there are too many people involved with the account. Many hands can mean too much posting, overlapping posts, or unrelated content.
- **Overlapping.** Multiple responses for the same comment or message. You might not think this could happen, but it does. Two team members might get the notice of a comment at the same time, draft a response and click "post," not realizing the other team member already responded 20 seconds before.



- **Consistency.** Differing personalities and knowledge levels among your team can result in different answers to the same question. To maintain consistency, other tools need to be put in place like a solutions library and a brand voice.
- **Account Security.** Having multiple individuals manage a social media account means that there is an increased likelihood that the accounts could be hacked.
- **Money.** There is a cost associated with building a team to manage your social media platforms. You may have to add an employee to take on the role, or if you are a small business, you might need to hire a social media firm.
- **Training.** If you are building a social media team with people from other departments, you may

[Continued Online: Click Here](#)



## Observations



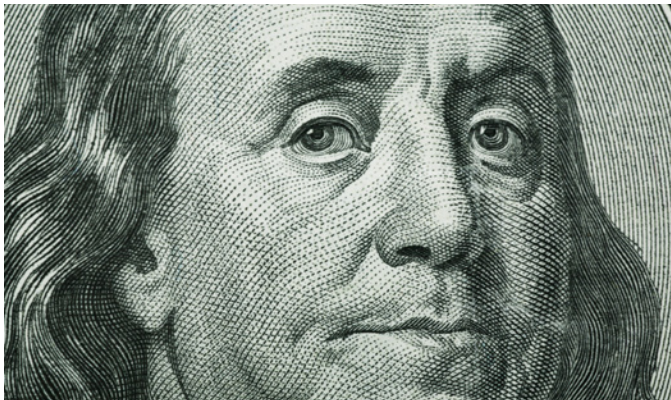
### Columning About Grammar or 'Verbification: There Goes the Language'

By William Krol

"Verbification" sounds like something hipsters do when they move into a rundown neighborhood, but it's not.

"Verbification" or "verbing a noun" is the process of taking an innocent noun that's minding its own business quietly expressing itself as an "entity, quality, state, action, or concept" [1] and – bam! – turning it into a verb. This process is also known as "denominalization," "conversion," or "zero derivation." [2]

Although verbing seems like a recent concept – with language purists pointing to it as an example of the destruction of our language thanks to texting, social media, and other forms of electronic communication or as an easy out for lazy writers who can't think of the right word – it is a centuries-old tradition in English. Even the terms "verbing" and "verbification" are not modern: "verbing" makes its appearance in 1766 and "verbification" in 1871. [3]



That doesn't mean this process has always been accepted or welcomed. Benjamin Franklin lamented in a letter to Noah Webster (the American spelling reformer of dictionary fame) that the making of nouns into verbs was "awkward and abominable" (then again, Franklin once proposed making substantial changes to the English alphabet).

Certainly, modern communication methods have helped speed up the rate at which the verb form

of nouns are accepted into our general vocabulary. "Medal" as a noun first appears around 1578. It took 244 years for it to be used as a verb, when Lord Byron referred to a soldier as being "medalled." [4] It's not until the 20th century, however, that the modern usage of "medal" occurs ("he medaled in his event at Olympics"). [5]

In contrast, Google, the search engine, first appeared in 1997. In 2002, the American Dialect Society declared the verb "to google" the most useful word of the year. Four years later, the Oxford English Dictionary made it official: "to google" was a verb; less than 10 years had passed. [6] When was the last time you said, "Let me search Google for the answer"? You didn't; you googled it.

Other company names have also been turned into verbs. Have you ever xeroxed a report so you could

[Continued Online: Click Here](#)

Sources:

[1] "Noun"

<https://www.merriam-webster.com/dictionary/noun>

[2] "Conversion (Word Formation)"

[https://en.wikipedia.org/wiki/Conversion\\_\(word\\_formation\)](https://en.wikipedia.org/wiki/Conversion_(word_formation))

[3] Verbification of the Nation

<http://www.grammar.net/verbification>

[4] "Letter CCCCXCI. To Sir Walter Scott."

<http://www.lordbyron.org/monograph.php?doc=Th-Moore.1830&select=AD1822.17>

[5] "Mind your language" David Marsh

<https://www.theguardian.com/commentisfree/2008/aug/25/opendoor.commentanddebate>

[6] "The Basics of Verbing Nouns"

<https://www.grammarly.com/blog/the-basics-of-verbing-nouns/>

[7] "'Friend,' as a Verb, Is 800 Years Old"

Megan Garber

<https://www.theatlantic.com/technology/archive/2013/07/friend-as-a-verb-is-800-years-old/278109/>

Also:

"You've Been Verbed"

Anthony Gardner

<https://www.1843magazine.com/content/ideas/anthony-gardner/youve-been-verbed>

"What Is Verbing?"

Richard Nordquist

<https://www.thoughtco.com/what-is-verbing-1691035> (accessed October 14, 2017).

# PRPLI WELCOMES NEW BOARD MEMBERS

A thriving and growing organization depends on new ideas and the generation of those ideas by its volunteers. PRPLI is pleased to welcome to its board of directors the following new members who were elected in June: **Lisa Chalker**, president and owner of Family Affair Distributing Inc.; **Kim Como**, communications manager for Newsday; **Greg Demetriou**, CEO of Lorraine Gregory Communications Group; and, **Tina Panos**, president of Panos Graphics.



## MARKETING GROUP



PRPLI Members Sharyn O'Mara, Communications Director at Wisselman & Associates, and Jillian Eisman Director of Marketing at Meyer, Suozzi, English & Klein, P.C., met up with other marketing professionals at the Fair Media Council Summer Social Media Boot Camp conducted by Fair Media Council.

From left to right, pictured are: Gina Ciappina, Marketing Intern at Wisselman & Associates; Eisman; O'Mara; Marissa Kleiner, Marketing Coordinator at Russo Law Group, P.C.; and, Sarah Carpenter, Communications and Community Coordinator at Genser, Dubow, Genser & Cona, LLP

## He Said, She Said



She Said...  
**Less Is More Except  
When It's Not...**



I am a product of the *Warriner's English Grammar and Composition* books, which helped me with my major in college – English. George isn't a fan of English majors or, heaven forbid, those with PhDs in English. Yet in our home, as you can imagine, we talk a lot about words.

Sometimes we even argue over them. Two in particular: *less* and *fewer*.

In spite of my nose having been in the *Warriner's* books for many years, I have a tendency to say *less* when I should say *fewer*. He doesn't hesitate to point it out. (*I'm the English major so I should know.*) It's happened often enough.

It goes something like this.

"I would like less potatoes," I say.

"Fewer," he says.

"I need to buy more dresses. My style changed. I have less than I did last year."

"Fewer."

"PRPLI asked us to write a column with less words."

"Fewer."

The simple rule or the traditional advice is that *fewer* is for things you count, and *less* is for things you don't count. Another way to think about the difference that also takes care of some of the exceptions to the simple rule is to use *less* for singular nouns and *fewer* for plural nouns. The 1918 edition of *The Elements of Style* agrees: in its "Misused Expressions" section, it advises to use *less* for multitude nouns and *fewer* for countable nouns. In the case above, it should be *fewer* potatoes, *fewer* dresses, and *fewer* words. Yes, it sounds better, doesn't it?

That brings me to another point about writing. You have to have a good ear, especially as a public relations practitioner. We all make mistakes. But we are counted

upon to speak correctly. The English language is not an easy one to master, and anyone whose native language is not English will tell you that learning all of the exceptions to the rules can really put a kink in the process.

For native speakers, it's a good idea to cultivate a well-trained ear. George has that ear, and I am convinced that he has a GPS on the words *less* and *fewer*.

I am also convinced that I have programmed myself to say *less* instead of *fewer* because I can really get his attention, especially when his head is hidden behind *The New York Times*.

*But I'm smart enough not to try this stunt at work.*

**Debra Scala Giokas is the director of marketing at Certilman Balin Adler & Hyman, LLP. She has been working at the law firm for more than 18 years. She tweets about communication related topics, more or less, @debrascalag.**

He Said...  
**...Oh, They're Just Words, Right?**

Well, now that our dirty laundry is out in the open, I admit I do have a thing for *less* vs. *fewer*. Sometimes I get worked up over *who* and *whom*, but not as much as *less* and *fewer*.

Don't misunderstand me; I'm not a word snob. I cannot diagram a sentence to save my life, and a grammarian I'm not. But there are certain words and phrases that get me going. Here's a sampling. I'm sure you have your own.

1) *It's* vs. *its*. OK, this should be easy, right? Not so fast. I see these two words misused far too often in credible publications and on otherwise "A" papers from my students. I always circle the misused word and bring an explanation out into the margin. But does it make a difference on their next paper? I'll let you answer that one.

2) *Apostrophe s*. OK, so how many times have you passed a sign that slapped an apostrophe on a word solely because it ended in an *s*? Show of hands. I thought so.

3) *Stationery* vs. *stationary*. I can't sit still for this one because I've even seen it misused on a stationary

[Continued Online: Click Here](#)



## Financial Help for College Students

Do you know a college student whose career objective is to work in public relations, communications, or marketing? Each year, PRPLI awards up to two \$1,000 scholarships and a complimentary membership for one year!

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.

The deadline for applications is February 2, 2018. Winner(s) will receive their gifts at our annual Awards Dinner in May.

To view the scholarship criteria, visit [prpli.org](http://prpli.org). For more information or to submit your application, email [info@prpli.org](mailto:info@prpli.org).

## Shout It Out

Debra Scala Giokas was accepted to study at a five-day children's literature workshop led by Emma Walton Hamilton in the Southampton Writer's Conference this past July. Debra was also featured in an article titled "Where Is She Now" in Stony Brook University's alumni publication Stony Brook Matters. PRPLI was mentioned in the article, searchable at <http://www.stonybrook.edu/happenings/alumni/debra-scala-giokas-87-where-is-she-now/>

Congratulations to PRPLI member Krista Giannak, owner/principal of Wise Words That Matter. Krista, pictured here on left with PRPLI Past President Kali Chan, was recently honored with the Purple Pump Award as a mentee at the Moxxie Mentoring Foundation's Emerald Summit. Moxxie's mission is to create future female leaders through generational mentoring.



## New Members



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

- Maria Castellano, Student, [mcastellano@litaxattorney.com](mailto:mcastellano@litaxattorney.com)
- Krysten Hovanec, Marketing Manger, Oceans Group, [kristyn@oceanprinting.com](mailto:kristyn@oceanprinting.com)
- Ethan Jones, Student, Baruch College, [ethan.m.jones23@gmail.com](mailto:ethan.m.jones23@gmail.com)
- Melissa Kenny, Student, Adelphi University, [mkenny4596@aol.com](mailto:mkenny4596@aol.com)
- Ed Marinace, Marketing Assistant, Pegalis and Erickson, [emarinace@pegalisanderickson.com](mailto:emarinace@pegalisanderickson.com)
- Jeremy Mutschler, Senior Development Director, Generations Beyond, [jeremy@generationsbeyond.com](mailto:jeremy@generationsbeyond.com)
- Charles Parker, Public Relations Director, Half Hollow Hills Central School District, [cparker@hhh.k12.ny.us](mailto:cparker@hhh.k12.ny.us)
- Juliana Pokorny, Self Employed, [juliana.pokorny1@marist.edu](mailto:juliana.pokorny1@marist.edu)
- Irene Taub, Professor, Nassau Community College, [irenetaub@gmail.com](mailto:irenetaub@gmail.com)
- Michael Weingartner, Marketing Coordinator, Margolin Weiner Evens, LLP, [mweingartner@mwellp.com](mailto:mweingartner@mwellp.com)



### 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](http://PRPLI.org). You can also follow us on [Facebook](#), [Twitter @PRPLITweets](#) and on [LinkedIn](#).

## Coming Up

Please mark your calendar and plan to join us at these upcoming events to meet and mingle with PRPLI members and others for interesting and informative programs, outreach, and fun. Check out the PRPLI website at [prpli.org](http://prpli.org) for updated information.

### Sunday, November 19, 10 a.m. to 1 p.m.

PRPLI teams up with Island Harvest for its annual Thanksgiving food drive. Choose one of these locations: Shop Rite at 3901 Hempstead Turnpike, Bethpage, or 1 Garet Place, Commack; or Stop & Shop at 2525 Hempstead Turnpike, East Meadow, or 454 Fort Solanga Road, Northport. Please let us know if you'll be participating by emailing Valerie Esposito at [vesposito@sjcny.edu](mailto:vesposito@sjcny.edu).

### Friday, December 1

PRPLI Holiday Mixer  
Details TBA

### Wednesday, February 28, 8:30 to 10 a.m.

Joanne Bloomfield, owner of The Marketing Boutique, will speak on "The Psychology of PR & Marketing" at Girl Scouts of Nassau County, 110 Ring Road West, Garden City.

### Wednesday, May 9

PRPLI Awards Dinner, Westbury Manor  
Details TBA

## PRPLI is the Best. Let Others Know It.

Last year, you helped us win Best Networking Group! We're nominated again and with your support, we could win for a second year. You can cast your vote as many times as you like until December 15 at [Best of LI](#), clicking on Networking Group, and then Public Relations Professionals of Long Island. Please share this information with your associates and vote often.



## 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/>.