



the PRProfessional



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Happy New Year to all my PRPLI colleagues!

I hope you and your families had a great holiday season and are staying warm during these winter blasts of cold weather!

The start of a new year is a great time to reflect on the past and plan for the future! We began our 28th year as an organization in July 2017 and have been preparing for a great program year in 2018.

PRPLI launched its first service project of the year with a successful food drive for Island Harvest just before Thanksgiving. Our annual holiday party on December 1 at Sarabeth's in the Garden City Lord & Taylor also had a "giving back" component. Our members donated 38 pairs of pajamas to our featured charity, the Pajama Project. Children who are in foster care or homeless shelters benefited from this donation. The opportunity to give back added to our members' holiday cheer!

We have partnered with the Social Media Association to offer "What to Expect in Marketing for 2018" on January 25, 2018. We hope that this program will help you stay abreast of the newest trends and changes in our profession. What is new, what is changing, and what is on the horizon? These are the questions our speaker will attempt to answer, so please join us! On February 28, we will sponsor the "Psychology of PR and Marketing," another great topic for busy PR professionals. Visit our website to register for these exciting programs. (Additional information is available in the Coming Up column in this newsletter. See page 8.

Over the course of my career, my membership in PRPLI has been an asset to my professional development and success. As someone who has the pleasure of mentoring young people in our profession, I always encourage them to join PRPLI. Now is the time to encourage others to join us. Our "Sweetheart Membership" offering provides a perfect way to learn about and sample all that PRPLI has to offer. If you have not renewed your membership yet, it is a great opportunity for you to come back to the fold!

Do you know a long-time PR professional who deserves recognition or do you have a rising star in your organization that you want to recognize this year? Please consider nominating them for one of our PRPLI awards! We are also looking to honor an outstanding media professional and a Long Island leader, as well as the organizers of a great PR campaign. The nomination forms can be found on our website www.PRPLI.org. So hurry and make your nominations now! The deadline to submit your nominations is Friday, February 16, 2018!

As you can see, the first few month of 2018 are going to be very busy, and there is still more to come! If you are interested in working with the board and its various committees, please contact me at info@prpli.org

Best regards,

Donna Rivera-Downey
President

Who We Are

Our Board consists of the following members:

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

From The Editor



I read a good article recently titled "The Only Secret to Effective Communication You'll Ever Need." written by Wanda Thibodeaux for Inc. and published online at <http://google.com/newsstand/s/CBlw7000tjM>.

Of course, the title caught my attention, and the subject caused me to think.

Thibodeaux posits that empathy is the magic elixir to successful communication, and I'm not sure she's wrong. Why did the title of this article attract my attention? Because I am a communicator, and I wanted to find out what this writer had to say about efficacy and need.

Let's face it. What we're attracted to are resolutions or solutions to what's important in our lives and to those we influence or who are influenced by us. They trigger something that evokes a response within us.

Empathy, a noun from the Greek word pathos meaning feelings, is defined by Webster as the ability to share in another's emotions, thoughts, or feelings. That given, how do we know what another person's emotions, thoughts, or feelings truly are? Can we make an assumption about those things; can we generalize about them, and is it fair to assume that everyone falls into the same mindset and has the same feelings, thoughts, or emotions on any given topic?

"Good communicators, regardless of the 'voice' or mechanics they have, know how to trigger emotion," writes Thibodeaux. "They make their message seem like it has weight by triggering the sensations and memories of what has weight for us." And, she questions, "...how can we bring that empathy into what we write or speak or even do with our bodies?"

Thibodeaux answers her own question: "The answer is, don't skimp on getting to know the audience. Know what they need. What drives them. What their history is. And for that, you have to ask questions. To read. To listen. To observe."

Many of the articles in this issue, the first of 2018, focus on feelings, thoughts and emotions, and we'd like your reaction. If we spark an interest, a thought, an emotion let us know. As communicators, we need and want to hear from you. It benefits all of us to hear your how you were affected.

Enjoy the read,

Louise

PR Work Trends



What can we expect in 2018?

By Ellen Christie

As PR and marketing professionals, it's essential to be knowledgeable about our company and/or clients' deeper profile in order to be most effective.

It is not enough to know what widgets are made and who we serve. We need to gain an understanding of how our company employees feel about making the widgets, what the media is and isn't saying about us, who our brand competitors are and how they position themselves, what is the best strategy to promote our widgets to an evolving set of potential customers, and so much more. Whew!

For us striving to be our best, staying in the know, and always being relevant for our clients, the questions arises: What can we expect this year?

COLOR AND FEEL

The Pantone Color Institute has set the tone for 2018 with their color of the year, Ultraviolet 18-3838, to have us be more contemplative. While many of us love purple we likely have used the color sparingly when creating logos, images, brochures and the like. Will you include more ultraviolet in your work this year? Pantone's wide-spread press release may have already sold you on the idea: "Ultra Violet has long been symbolic of counterculture, unconventionality, and artistic brilliance. The shade makes you think of the intrigue of what lies ahead, and the discoveries beyond where we are now." <https://www.google.com/amp/www.adweek.com/brand-marketing/pantones-2018-color-of-the-year-is-ultra-violet-meant-to- evoke-artistic-expression-and-the-cosmos/amp/>



SKILL SET

PR and marketing professionals in 2018 and beyond will need to continue to expand their skill sets. For newer PR pros, this norm involves needing to succeed in several aspects of PR. There was a time, not so long ago, when researching and befriending the press, developing news hooks, writing captions, and pitching were the most time-consuming parts of a career in PR.

If you've been at your place of work for a long while and then move on, you'll discover things have changed. In the coming year, whether you work in professional services, nonprofit, academia, or at an agency, strengthening skills will be important. Your role as a PR and marketing pro will likely include content creation, events, internal and executive communications, asset production or finding the best vendors, media relations, and social media.



More and more we need to fulfill technical needs like strategic communications, research, keynote presentations and other tasks. Marketing professional Glenn Gray of Reston, Virginia, in writing for Forbes Communications Council, says, "While (news releases and pitching) processes are important and still relevant, incorporating creative visuals and video in the delivery greatly increases the success rates of placements. If the client doesn't have these assets, it becomes imperative for PR firms to develop them."

This column will continue in the spring edition of The PProfessional in which Ellen will discuss Trend Watch and Video. Be sure to look for it in April.

Ellen Christie is the PR and marketing practitioner that attorneys, doctors, and nonprofit leaders rely on for successful stakeholder influencing strategies. Reach her @ellenpr and christie.ellena@gmail.com.

Observations



Reflections

By William Krol

I usually write about grammar and language, but the change of the calendar year has always led me toward introspection. (And, frankly, not just for me, but almost every other person in America,

judging by the sheer number of people making all kinds of resolutions.)

For the past 11 (going on 12) years, I've worked at the Guide Dog Foundation and America's VetDogs. It is, in many ways, still what I consider my dream job—I get paid to write for a not-for-profit, I can go to our puppy department for a puppy “fix” (heck, I work for an organization that has a puppy department), and I tell stories about interesting people who don't let their disabilities define them or what they can accomplish.

It was a long time coming ... and a labyrinthine road. I have worked in a variety of industries from finance to legal to nonprofit, both temp and full-time, with any number of job responsibilities. Now—with the benefit of hindsight—I don't regret any of the twists and turns of my career. Almost every experience I've had has been useful and informed my writing and editing.

I was an English major in college, but I went to work as an administrative assistant (and eventually office manager) in New York City after graduation. I had interviewed at a newspaper in Lake Placid, but journalism wasn't for me. For some reason, I never considered any other kind of writing: one was either a reporter or a fiction Writer (with a capital “W”). And while I had dabbled in fiction, I never considered myself a Writer.

For almost 20 years, I was an office manager/administrator. It was a job I enjoyed, until I didn't. I was itching to do something, anything that related to my English-major background. I took on “writing” projects at my corporate jobs—creating employee manuals or how-to guides for office procedures. I changed jobs and moved into the nonprofit sector.

I was still an office manager, but at least it was no longer for Corporate America. In my second nonprofit job, I started writing and designing my organization's newsletter. It was like coming home again.

From there, I became a copy editor at a physics publisher. I've always said that learning how to copy edit helped make me a better writer: I could follow the rules (because I knew them), but I wasn't afraid to “bend” them to tell a story. Like this, using sentence fragments. Copy editing is a skill I use to this day as a freelancer (and often as the “go-to” guy to look over PRPLI's publications).

I still don't know if I consider myself a capital-W Writer, but I've come to realize how much I like the writing I do. I take pride in a well-crafted brochure, or in a profile that makes an impact on readers, or even in a persuasive direct mail letter that brings in donations ('cause nonprofit employees gotta eat too).

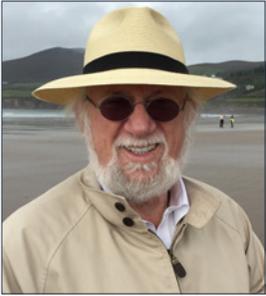


One thing that stands out as I reflect on my career: It is vital for individuals to reach outside their comfort zone, to learn something unrelated to their field, to experience something different from their usual. When I copy edited a textbook on veterinary medicine, I drew on my knowledge from the Guide Dog Foundation. When I wrote a profile of a guide dog user who was a lawyer, I harked back to my time as a legal secretary. You never know where a random fact or seemingly unrelated incident will be useful.

I'm grateful, as the new year unfolds, to continue to practice my craft, to help tell my organization's stories, and to drop a gripe or two about grammar

[Continued Online: Click Here](#)

From The Reporter's Side:



From the Reporter's Side: Meet Dan Rattiner, Founder, Dan's Papers

Interview By Krista Giannak

Dan Rattiner got his start writing for a humor magazine in college. He describes an early learning experience as a stringer at Newark Evening News, dictating sports information via phone at the games. The lesson came in the form of a cautionary tale told by his editor, as Rattiner relays the story: "One student called the boss, shouted, 'We won, we won!' and hung up. That was the wrong way to phone in the news."

What's It Like to Found a Newspaper?

With only about 800 residents, Montauk had no newspaper in 1960. Rattiner decided to create *The Montauk Pioneer*, an entertaining newspaper that would interest tourists. He gave it away for free—a novel idea at the time.

"I didn't think that the tourists would pick up a local newspaper, but I wanted to get it in front of as many people as I could. It occurred to me that if I wrote something that looked like a newspaper and gave it away, it would have an enormous circulation compared to selling the paper," he says.

The Montauk Pioneer later expanded to become *Dan's Papers*, and Rattiner also went on to co-found *The East Village Other*, a Manhattan-based underground newspaper. He founded *The Block Island Times* in 1970 and hosted *The Hamptons Report*, a weekly 1990s radio show on WQXR. In the 1980s, Rattiner started papers in various communities around the country with the Dan's Papers brand.

Today at *Dan's Papers*, Rattiner says that tourists "represent a very modest percentage of our readers. The vast majority of readers today are second homeowners." Yet, his passion for writing entertaining stories is still strong. "I try to write fascinating stories, regardless of the source. I'm going to find the most interesting stories that nobody has ever gotten, and I've done that now every week for 57 years," he says.

Dan's Papers focuses on eastern Long Island and is distributed as far west as Manhattan.

Hoaxer of the Hamptons

Time published a 1975 article calling Rattiner the "Hoaxer of the Hamptons." Regarding the hoax stories he wrote, Rattiner says: "It's an early version of fake news I suppose, but it's so fantastic as to be obvious that it's fake."

Rattiner fondly recounts several of his hoax news stories. One hoax was a product: celebrity water, bottled straight from the faucets of celebrities' homes. Another hoax tackled the growing deer problem on eastern Long Island. According to Rattiner's story, a South African billionaire brought 16 lions in cages to his garage in the Hamptons. The billionaire wanted everyone to stay indoors on a certain day so that the lions could hunt and kill the deer. "A lot of people believed this story, at least at first, and to this day, they still ask, 'When are you going to write about the lions again?'" Rattiner says.



Fun and Interesting Stories

Rattiner has enjoyed writing stories about famous people; Billy Joel and the late Howard Hughes are some of his favorites. He also recalls his coverage and umpiring of the East Hampton Artists & Writers Annual Softball Game, a celebrity event that has benefited East End charities since 1948. In 1988, Bill Clinton, then governor of Arkansas, umpired the game. Rattiner looks back fondly at his coverage of the man who would later be president. Famous players have included Paul Simon, Jimmy Buffett, and Alec Baldwin.

[Continued Online: Click Here](#)

He Said, She Said



She Said... *A Song in My Heart*

Although this column will be published in the new year, at the time of writing it's still December. The song Auld Lang Syne keeps calling me, and I take that as a sign that it wants to appear somewhere, here, in my 500 allotted words.

It's a song about bidding farewell to the old year, and to old times, and it's about old acquaintances should they be forgotten. That's why I think this song won't let me go. I refuse to forget some old acquaintances.

In 2012, PRPLI bestowed its Mentor Award to me. I remember speaking about my American history professor, Hugh Cleland, who influenced my education. In 1998, in his memory, family and friends gathered to plant a Japanese Cherry tree on campus outside his office window of the Social and Behavioral Science building at Stony Brook University where it still grows ever strong.

But there was another professor in my life who also greatly influenced me, my English professor, Diane Fortuna. She taught American literature: Emerson, Thoreau, and Melville, to name a few. She rattled off poems from memory, held conferences at her kitchen table over lemon cake and cups of coffee, and traveled the world when she was not in the classroom. She challenged us to produce the best that we could. She was demanding and fun and reminded us to watch old movies. I remained in contact with her for a little more than 30 years. She passed away in the fall.

If you have ever had the good fortune of having a professor who not only knows the material but also generously imparts it, then you can count that among one of the greatest experiences in life.

What made her unique? Well, she accepted no excuses for poorly written work. She even quizzed us on the footnotes. You had to be at the top of your game in her class. If she gave you an A, then you deserved that A. She knew her material, inside and out. One of our last conversations was a critique of a poem I had written. She always wanted to make you achieve more.



I'm often asked why I chose the field of public relations or what skill should a public relations practitioner have. I am sticking with my answer. It's writing. It's writing. It's writing.

It's also reading. For that love, I will add another teacher. She was my language arts teacher at a Catholic school in Astoria, Queens, back in the '70s. Mrs. W. created the "Millionaire of the Month" club, which was a clever way of getting us to read many books to earn paper money to buy prizes at the end of each month. The kid with the most money could afford the best prize. I recently found Mrs. W. on Facebook, and I finally had the opportunity to tell her how much that meant to me. She replied, "This makes my heart sing."

And so we come back to song. As Professor Fortuna always reminded us in class, "All writing is organic." She drew a circle. The ending has to tie back to the beginning, and the beginning back to the ending.

Happy New Year.

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... *Speaking of Professors . . .*

As an adjunct instructor professing journalism skills to young reporting apprentices at Stony Brook University, I have learned to respect one thing—the art of listening.

Many of my students practice it, though not all are that proficient in it, and others don't practice it at all; those are the ones who are in a hurry to succeed, I suppose. But an anecdote from my college days reminds me that you can never rush success. It's a lesson the non-listeners in the class will learn, sooner or later.

I've always been in a hurry. I walk fast, think fast (many times too fast), write fast, complete chores fast and complete my professional work fast.

Back in the day when I was taking journalism classes at Long Island University's Brooklyn Center,

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Spotlight:



Q&A with
Charmise Woodside-Desiré
By Danielle De Souza

Recently, I sat down with Charmise Woodside-Desiré, communications director for the Hofstra University Museum, for a Q&A about how a business major found her niche in the public relations field. Read on to find out how all roads can lead to PR.

What program/major did you study in college and where did you go to school?

I attended the State University of New York at Albany where I majored in Information Science with a minor in Business Administration.

What was your first job out of college and was it in the field you were set to enter?

My first job was working in commercial banking processing loans. I was not focused on a specific field after graduation as I had an interdisciplinary major, so I was open to the right opportunity for me.

What made you choose a career in PR/communications?

After researching various areas of interest in conjunction with my varied work history, I found public relations to be the right fit for me to combine my diverse background. I enjoy working with people and finding new ways to engage, so this was an optimal area for me. In my decision to make this field a career, I wanted to be more knowledgeable and enrolled in the Master of Arts public relations program at Hofstra University to give me more understanding of the industry and learn strategies to implement daily.

Who do you feel influenced your career the most?

I was most influenced by a friend who is an executive in the media industry in Baltimore. I often notice how she combines her people skills with administrative background to excel in her role as VP of communications.

What is the most challenging part of your job?

The most challenging part of my job is having limited

resources as a not-for-profit and finding the right approach to broaden awareness of our diverse exhibitions and public programs. It is extra challenging doing this as a part-time employee and trying to maximize my efforts within limited time.

What is the most rewarding part of your job?

The most rewarding part of my job is engaging with new people and learning more about the intricacies of the museum industry. It is exciting.

What do you feel is the greatest benefit of being a part of PRPLI?

The greatest benefit about being a member of PRPLI is being exposed to the many layers of the PR industry and observing ways in which everyone accomplishes their goals in unique ways.

What advice would you give others who want to pursue a career in communications?

I would advise others to approach a career in communications with an open mind and be willing to find your niche area where you can be the most successful in using your skills.

Danielle DeSouza is director of communications for Assemblywoman Michaelle C. Solages and a member of the board of directors of PRPLI.

Shout It Out

Congratulations to Danielle DeSouza on landing a new position with the office of Assemblywoman Michaelle C. Solages in Valley Stream as director of communications. Danielle can be reached at 516-599-2972 or by email at desouzd@nyassembly.gov.

Louise Cassano, editor of The PProfessional and owner of LuCas Communications, spent a half day in November pointing out sites of interest in Levittown and being interviewed by Marc Filippino of WGBH's Innovation Hub, a program hosted by Kara Miller that airs on the Boston-based public radio station. To hear the interview from "Levittown and the Rise of the American Suburb," go to <https://news.wgbh.org/2017/11/30/how-we-live/levittown-and-rise-american-suburb>.

Coming Up

Do you know a notable Long Islander worthy of one of PRPLI's distinguished awards? We are now accepting nominations for PRPLI recognition in 2018. The final deadline for submissions is Friday, February 16, 2018, and winners will be recognized at the 2018 Awards Dinner to be held on May 9. Nomination forms can be found at 2018 Awards Nominations Form. Please submit your nomination materials as one document by emailing them to awards@PRPLI.org.



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

"Psychology of PR and Marketing" with Joanne Bloomfield, president of The Marketing Boutique.

Joanne will speak on neuromarketing, how it applies in everyday PR and marketing,

and its use in building stronger customer relationships. Location: Girl Scouts of Nassau County, 110 Ring Road West, Garden City, NY 11530. RSVP online. For more information, email Lisa Chalker.

New Members



Please welcome the following new PRPLI members when you see them at an upcoming meeting or contact them by email to welcome them to PRPLI.

- John Bifone, Founder, Zefyr Media of Wantagh, john@Zefymedia.com
- Charles Parker, Director of Public Relations, Half Hallow Hills Central School District, cparker@hhh.k12.ny.us



Connect With PRPLI

Stay in the loop with PRPLI's digital network.

For up-to-date information on programs, the membership directory, access to the PRPLI newsletter and other forms, please visit us at PRPLI.org. You can also follow us on [Facebook](#), [Twitter @PRPLITweets](#) and on [LinkedIn](#).

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/>.