

"for immediate release"



Message from the President



My sincere thanks to all who voted in our recent elections and for the trust you have placed in me and my colleagues on your board of directors for 2004-2005. We will work to ensure that PRPLI continues to be of value to you. Indeed, we are taking steps to make your membership even more valuable.

In adopting our first code of ethics last month (a copy of which appears online at www.prpli.org), PRPLI took an important step in its evolution as a professional association. We are committed to bringing our new code of ethics to life — making sure that it is meaningful and useful for each of you, for our profession and for those we serve. During the year ahead, we will seek to educate our profession and the public about the ethical practice of PR. I am delighted that my predecessor, Laurie Bloom, has agreed to serve as our ethics chair. She will be arranging a free ethics program and will seek out other avenues to share important information and respond to your inquiries.

Over the past two years, we have made major strides in the area of programs and professional development.

Our programs this year have drawn larger than usual attendance. That's a testament to the board members who helped arrange them, as well as to our ongoing commitment to seeking out and booking well-informed and articulate speakers to address topics of interest to you. Look for invitations and details of other PRPLI programs in your e-mail and at www.prpli.org.

In an effort to extend our reach, PRPLI will soon launch a series of monthly mixers – free, informal after-work gatherings at locations in throughout Nassau and Suffolk that will afford you additional opportunities to mingle, network and share ideas.

I look forward to seeing you at our events this fall and hope you enjoy the rest of the summer.

Michael S. Kornfeld

PRPLI presents...

"End of Summer Soirée" on Sept. 29

PRPLI members and guests will gather on Wednesday, September 29 at the Stonebridge Country Club in Smithtown at 6:00 p.m. for a B-B-Q on the patio that overlooks a beautifully manicured golf course. The evening will feature several media personalities and elected officials who will give us their predictions on the upcoming elections and the year ahead. Cost is \$25 for members, \$35 for guests.

The Business of Radio News on Oct. 26

Tune in with PRPLI and Long Island's best known radio news personalities as we discuss the ever-changing world of radio news on October 26 at 6:00 p.m. at The Weeping Willow in Farmingdale. Panelists* David Weiss and Amanda Clarke of WLIE, David North of WALK, Shaun Gerien of NPR, and Frank Brinka of B103, WHLI, and LOVE 96.1 look at the present and future challenges of radio news coverage and the opportunities for getting content on the air. Laurie Bloom of Rivkin Radler will serve as moderator. Members: \$35, Guests \$45.

**Appearances are subject to breaking news*

Speechwriting 101 on Nov. 16

PRPLI's November 16 breakfast program is "How to Write & Give a Speech," presented by Joan Detz, a noted author and speechwriter whose book of the same name marks its 20th anniversary in print. Join us from 8:00-10:00 a.m. at the Hilton Long Island in Melville. Cost is \$25 for members, \$35 for guests.



Please RSVP to all PRPLI events by contacting Gina DeGregorio at ginad@tmoradio.com.

Inside...

President's Report
(click here)

Sole Proprietorship
(click here)

Case Study
(click here)

Awards Dinner
(click here)

Follow Your Heartstrings
(click here)

Annual Meeting
(click here)

Update Website Info
(click here)

Member News/Releases
(click here)

Boccio Design Group Ltd.
Layout

Jeffrey S. Morosoff
Editor

Sole Proprietorship: Industry Outlook

By Robin Erinn Bay

Sole proprietorship ... what does this really mean with regard to those in the public relations/marketing field? By strictest definition, a sole proprietorship is when the business entity and the owner's personal and business affairs are merged together. The proprietor owns and controls the business. Given the legal liabilities and ramifications of this type of organization, the owner is not just the driving force; he or she is typically the only one in the car.

Determining the actual number of companies that are organized as a sole proprietorship is difficult ... treating the membership of PRPLI as a microcosm of the industry on Long Island, a little more than 11% appear to be "officially" organized as a sole proprietorship. But, how many of us with corporate or agency PR positions do freelance work (non-competing, of course) on the side?

It is safe to say that this is one segment of the PR /marketing industry where growth is inversely proportionate to the state of the economy. There is a trickle-down effect ... when the economy does poorly and business suffers, one of the first areas to be cut (when it should be one of the last) is public relations and marketing. The higher paid, more seasoned executives are often replaced by younger, less experienced colleagues, by outside agencies, or by no one at all. Where does this leave these PR gurus? Well, the answer is often that they launch their own firm, usually starting as a sole proprietorship. When the economy starts to improve, the sole proprietor PR exec usually transitions back into the traditional workforce, as there is something to be said about a steady paycheck and benefits. While there are signs that the economy is doing better, there are probably many more "sole proprietors" out there than we realize. We just have yet to meet them.



The PRPLI Board for 2004-05 (l. to r.) Mike Kornfeld, Jo Keim, Mindy Ferrentino Wolfle, Laurie Bloom, Flo Federman, Kay Spalding, Heather Boudreau, Louise Cassano, Elaine De Luca Byrnes, Jeff Morosoff, Gina DeGregorio, Mary Scott, and Hilary Hartung. Missing from the photo are Mike DeLuise and Barry Zusman.

Sole Practitioners Share Good Advice

By William Krol

You can be forced into it by downsizing, or you can decide you'd really rather go it alone. Either way, you're about to become a sole practitioner. There are many good books that go into detail about starting your own freelance business, but here's some advice from PRPLI members who've been on their own for years:

1) Make a plan. Mary Scott of Make Believe TV says that while it's tough being on your own, you're not really by yourself. Set up a good team, she says. For a writer, this could include finding a good graphics designer, but a good lawyer and accountant are important, too. Decide who you want your clients to be, recommends Robin Bernstein of Write Time Communications; this will help you target your talents and figure out what you enjoy doing best. Louise Cassano of LuCas Communications advises prospective new freelancers to be very organized when they first set up shop. "I was very regimented in the beginning," she says, although now that she has been a sole practitioner for 10 years, she's more relaxed.

2) Networking, networking, networking. Bernstein says to let people know you're available for work. There are any number of ways to get your name out there, she adds. Pick a few and find out what works best for you. Networking is critical, adds Cassano, not only for getting business but also for support during slow times as your business grows. She recommends doing some volunteer work to help make contacts.

3) Legal issues. Joyce Litwin Zimmerman of Joywriter Communications recommends, "Consult with a lawyer. Educate yourself on legal matters to protect yourself from personal liability."

4) Setting limits. Scott says it's important to value your own goods and services, but adds that the "hardest part of a home office is knowing when to close." You have to be your own boss, she adds, in both the best and worst sense of the word.

It will take some planning and some research and a willingness to make new contacts, but with hard work and due diligence, you can be on your way to being a successful sole practitioner.

Newly-elected PRPLI President Mike Kornfeld and Executive Vice President Elaine De Luca Byrnes (r.) present a gift of thanks to Laurie Bloom for her service as president during the past year.



PRPLI Awards Dinner Honors Achievements

By Lisa Becker

PRPLI members and guests gathered at the Fox Hollow Inn on May 25, 2004 to "honor professionals who are rising stars in public relations, have achieved great things in a long public relations career, have worked closely with public relations practitioners as members of the media, and have been involved in promoting Long Island without the imposing title of 'public relations practitioner,'" said Awards Dinner Chair Jeff Morosoff as he opened the ceremonies.

As the evening got underway, two \$1,000 scholarships were given to Christine Campana from Farmingdale State University and Keema Davis from New York Institute of Technology for their essays and completion of public relations internships at Long Island-based companies.

Gina DeGregorio, director of public relations at The Morey Organization, was presented with the Rising Star Award for 2004. The Long Island Achievement Award went to Mitchell Pally, vice president for legislative and economic affairs at the Long Island Association, the region's largest business and civic organization. Mike Graham received the Outstanding Media Member Award for his work as the Long Island bureau chief for WPIX-TV News.

The 2004 recipient of the Jack Rettaliata Memorial Award for lifetime achievement in public relations was Gary Lewi, executive vice president at Rubenstein Associates. Having begun his career as a print journalist, Lewi transitioned to radio news before becoming director of communications for Town of Hempstead Supervisor Alfonse D'Amato and, subsequently, U.S. Senate Press Secretary for D'Amato.

In addition to Morosoff, the awards dinner committee included Dianne Baumert-Moyik, Laurie Bloom, Hank Boerner, Heather Boudreau, Beverly Boyarsky, Louise Cassano, Michael DeLuise, Michael Kornfeld, Pamela Kozerski, and Valerie Zurbilis. More than 120 people attended this year's event.

Case Study

CASE STUDY: Could public relations have helped the 45 school budgets that were initially defeated this year?

Assembled by Lisa Becker

Michael Savino, Headline Communications: "School district funding campaigns (annual budgets, bond issues, etc.) have a distinct commonality to political campaigns: most voters have already made up their minds, which way they're going to vote. Wins and losses depend upon getting your supporters out, so yes, PR could have helped accomplish this. But a good PR campaign is no substitute for a good product — a realistic/defendable budget."

Cecilia Alers, Cecilia Alers Consulting: "I believe very strongly in the connection between fund raising and good public relations. If an institution or not-for-profit, such as a school district, has proper messaging to the public, the money will flow. School districts are often run like 'members only' clubs. They often handle communications on a 'need to know' basis, revealing only what they feel is necessary. This is not the way to run a proper PR campaign and the rejection of so many budgets is proof of this."

Louise Cassano, LuCas Communications: "Most of the districts on Long Island have either in-house PR people or outside PR professionals who work very hard at putting together reader-friendly versions of complex matter. They compile data based on what the state mandates be sent to taxpayers and what they believe taxpayers should and want to know. I believe budgets suffered, for the most part, from voter apathy resulting in defeat, in many cases, by as little as 10-20 votes. PR pros can present the information and publicize the importance of voting, but they can't pull people out of their homes to get them to the polls."

Sean P. Dolan, Lighthouse Communications: "Public relations was used effectively by the opponents of these budgets to defeat them. Through grassroots efforts, the opponents communicated effectively to the citizens of these communities and convinced them to vote down an increase in their school budget. They capitalized on a feeling by many citizens on Long Island that they are being taxed right off the Island . . . School districts will need to employ more effective communications strategies to convince citizens that they should part with more of their hard earned income."

Don Miller, HLD/Blankman Public Relations: "Absolutely, but no isolated public relations effort regardless of its brilliance can solve a deep-rooted problem. Successful public relations is the result of the public hearing good and positive things over a period of time. That process takes on a number of forms including newsletters, the press and direct contact. The fact is that to provide effective persuasion to build the case for passing a budget or a bond, a public relations campaign must be ongoing so it can lay the groundwork and present the case for supporting the budget."

Thank you to all who sent responses. If you would like to suggest a question for future consideration, please e-mail Lisa Becker at becker@cshl.edu.



Lifetime Award Winner Gary Lewi readies another pitch with Rising Star Gina DeGregorio

Marketing for Not-for-Profits Just Follow Your Heartsong

By Debra Scala

I write this column in remembrance of Mattie Stepanek, the child poet, peacemaker and philosopher, who died on June 13th from dysautonomic mitochondrial myopathy, a genetic disease that impaired almost all of his body's major functions. In his short lifetime, he published four books of poetry; the most well-known is his *New York Times* bestseller, *Heartsongs*.

I first saw Mattie a few years ago on C-SPAN's *BookSpan*. He read some of his poems at a local hospital where he was recovering, and his publicist said that 200 original copies of his book had been published. That day, I found the publisher's site on the internet and purchased one. When I read Mattie's poems, I couldn't believe the wisdom of this young boy.

Some time passed and I began to see Mattie's name all over. He appeared on *Oprah*, *Larry King Live* and he even met his hero, President Jimmy Carter. I saw his sweet face in *Long Island Business News*. On December 5, 2003, Mattie's videotaped keynote speech reached more than 1,000 middle school children from Nassau and Suffolk counties at the Third Annual Kids in Action Youth Conference which was held at Farmingdale State University. He has over 6,000 hits on the Internet; and his poetic words, shelving the bookstores, have reached thousands of people.

Through his positive attitude, Mattie became a well-known and well-loved muscular dystrophy advocate. He was able to touch many lives through his spirited heart, strong will and warm smile. Jerry Lewis said, "His example made people want to reach for the best in themselves."

This column's purpose is to offer tips and encouragement to not-for-profits. There is a lesson to be learned here. Fund raising is a tireless effort, and the competition is fierce. Mattie taught us that the best way to be effective is to be true to ourselves and to believe in the causes we promote. More than a beloved spokesperson for muscular dystrophy, Mattie was a beloved person.

In choosing a representative for your not-for-profit organization, select a genuine person with a good heart and mind. Have patience with the process and try to reach as many people as possible through your organization's publicity efforts. Use broadcast and print media, speaking engagements and articles. And take Mattie's words of advice:

*Every journey begins
With but a small step.
And every day is a chance
For a new, small step
In the right direction.
Just follow your Heartsong.*



Jim Cameron, Ethics Code Highlight Annual Meeting

By Lisa Becker

This year's PRPLI annual meeting, held on June 22 at The Weeping Willow, saw the culmination of the year-long effort to draft the PRPLI Code of Ethics with the unanimous vote to institute the Code.

**PRPLI Annual Meeting
Guest Speaker James
Cameron quizzes
Hillary Hartung on
public relations ethics.**

To mark the occasion, those in attendance were treated to an encore presentation by Jim Cameron, who brought an interactive discussion of the many ethical choices an employee of the mythical ACME Public Relations Company had to make while working on an account.

Before the presentation, Past President Nancy Uzo and board member Stephen Brady were honored for their service to PRPLI before the new PRPLI board was elected. Mike Kornfeld succeeded Laurie Bloom as president. He is joined by Elaine De Luca Byrnes, executive vice president; Flo Federman, 1st vice president; Hilary Hartung, recording secretary; Heather Boudreau, treasurer; and directors Laurie J. Bloom, Louise Cassano, Gina DeGregorio, Michael DeLuise, Mindy Ferrentino Wolfle, Jo Keim, Jeffrey S. Morosoff, Mary Scott, Kay Spalding and Barry Zusman.

UPDATE WEBSITE INFO IN PREPARATION FOR MEMBERSHIP DIRECTORY *Advertising space is now available*

One of the benefits of membership in PRPLI is inclusion in the printed membership directory in addition to the website listing. An updated directory should reach members' mailboxes sometime in September.

To ensure that your contact information is accurate, please go to our website and check your personal contact information. If it needs to be updated, you can make the changes online. All directory information will be gleaned from the website directory, so it's important that you update the website now.

The printed directory, like the online directory, is used by other members to keep in touch with and to refer business to you. Please make all changes by August 6 to ensure accuracy in the directory.

In addition, for the first time, we will be selling ad space in the membership directory. The directory size is 5.5" x 8.5". Rates are as follows: Full Page (4.5" x 7.5") - \$100; Half Page (4.5" x 3.5") - \$75; Business Card (3.5" x 2") - \$40. Camera-ready copy must be submitted by August 13. If you are interested in taking an ad in the directory, please send your copy and a check to PRPLI at P.O. Box 158, Hicksville, NY 11801. If you have questions, please contact either Louise Cassano at 516-735-5901 (lc@louiscassano.com) or Mary Scott at 631-425-5155 (mary@makebelievetv.com).

NOTE* - If you have not changed it previously, your user name is the first letter of your first name and your entire last name. Your password, if not changed, is the first three letters of your last name and the zip code you used when you joined PRPLI. If you're not sure of your user id or password, contact either Louise or Mary.

Member News/ Releases

Stephen Brady, formerly of Brady & Honaski Associates, has launched **Peek Graphic Communications, Inc.** Peek will offer comprehensive, creative graphic design services. Peek was recently awarded the production of a 12-page newsletter for the Faculty Practice of North Shore LIJ Health System. For further information, please contact Stephen Brady at 631-433-6850 or brady@peekgc.com.

Cecilia Alers of **Cecilia Alers Consulting** has been retained to represent four new clients: First Class Abstract, a title insurance company; New Millennium Capital, a mortgage broker/bank; Liquid Brick, a real estate divestiture company; and Sandra Gumerove, Esq., a corporate attorney. A full-service marketing and public relations firm, Cecilia will be developing branding campaigns, brochures, and web sites, and providing email marketing, public relations and business development support for her new clients. For further information, contact Cecilia Alers at 516-68-0219 or calers@optonline.net.

Seal-It, a manufacturer of heat-shrink films located in Farmingdale, NY, has been named by Crain's New York Business as one of the Top 25 women-owned firms in New York City, Nassau, Suffolk, Westchester counties and New Jersey. This year, Seal-It ranked number eight of the 25. For more information contact **Barbara Drillings** at (800) 325-3965 or barbara@sealitinc.com.

Re-branding efforts of the Long Island-based accounting firm **Holtz Rubenstein** have been honored with a BOLI (Best on Long Island) Award, a Communicator Award, a Dalton Pen Award and most recently, by the Association of Accounting Marketing (AAM), a national trade association. Holtz Rubenstein's re-branding efforts earned four AAM awards - for its new logo design, print advertising, a direct mail piece, and the overall campaign. For more information, contact **Flo Federman**, director of marketing at (631) 752-7400, x212 or FFederman@hr CPA.com.

Alternatives for Children, a regional school for children with special needs, will be holding its 8th Annual Classic and Sports Car Rally and Raffle on September 18, 2004. Starting at the school's East Setauket site, drivers wend their way via a devious route to the East End of Long Island, finally coming to the finish line at Martha Clara Vineyards. Alternatives will also be raffling the winner's choice of a BMW 325 Sedan, Mercedes Benz C230 Sedan, Toyota 4Runner SR5 SUV, Infiniti G35 or \$20,000. For information contact **Robin Bay** at 631-331-6400, ext. 220 or robin.bay@alternativesforchildren.org.

Katherine Heavside of **Epoch 5 Public Relations** was selected by New York State Senator Carl L. Marcellino to represent the Fifth Senate District as a New York State Senate Woman of Distinction. The award honors women in the state whose personal excellence, professional achievements, or acts of courage, selflessness, compassion, or perseverance serve as an example for all New Yorkers. **Kathleen Caputi**, a freelance consultant and former manager of employee communications at Cablevision, was recently hired as an account executive for Epoch 5. Her experience ranges from corporate communications to feature writing and editing for a variety of media. For more information, contact Alex Edwards-Bourdrez at 631-427-1713 or aeb@epoch5.com.

Joyce Litwin Zimmerman, president of **Joywriter Communications, Ltd.**, is proud to announce that her business has expanded into creating brochures for a number of new clients, including motivational speaker Mitch Shapiro,

Alessandro Property Development in Holbrook and Auto Buying Assistance, a personal-auto buying start-up initiated by Norm Orenstein of Merrick. You can contact Joyce at joyce@joywriter.Net or 516-485-2152.

After eight years of volunteering as a fundraiser and educator for a national charity, **Mitchel Shapiro** has launched his own charitable, nonprofit organization. The Foundation for Sight & Sound will support efforts to enhance the quality of life for individuals with visual and auditory impairments of varying origins and degrees through community education and grants for research, support and services. More than 250 wines and spirits, as well as a wide array of culinary delights from area restaurants and chefs, will be available for sampling during a "Blind" Wine Tasting Gala at the Crest Hollow Country Club in Woodbury to benefit the new foundation on Monday, Sept. 27, from 5-9 p.m.

Barbara A. Boccio, principal of **Boccio Design Group Ltd.**, a graphic design firm in Bethpage, has announced a new addition to her staff. **Richard Anello**, senior account executive, is a seasoned professional in new business development and account servicing who has previously worked for firms in Manhattan. Contact Barbara or Richard at 516-933-7290 or info@bocciodesign.com.

Robin Bernstein, a freelance PR writer and owner of **Write Time Communications**, has two new clients on her roster: Cohn & Wolfe Healthcare, a PR firm in Manhattan, and Compass Bank, a financial institution with offices throughout the southern United States. Her assignments include writing press releases and bylined articles. She also recently completed a project for long-time client, Ogilvy Public Relations, in which she recruited celebrities for a new campaign called "Talking Wellness: Cards for Cancer." In addition, she wrote much of the campaign's web site, www.talkingwellness.org. For more information, contact Robin at Ph/Fx 631-423-1544 or prwriter@optonline.net.

Debra Scala, marketing director for the law firm of **Certilman Balin Adler & Hyman**, recently received with the Achievement in Communications Award from the Long Island Chapter of the International Association of Business Communicators (IABC), on June 16th at the Fox Hollow Inn. This award recognizes a Long Island communications professional who exhibits exemplary communication skills that have contributed to the quality of living and working on Long Island. Contact Debra at 516-296-7087 or dscala@certilmanbalin.com



Steve Brady (c.) receives accolades for his efforts while on the PRPLI board from Laurie Bloom and Mike Kornfeld.