

"for immediate release"



Published for
members and
friends of
PRPLI

Summer 2007

PRPLI Gears Up for New Season of Exciting Programs

Summer might be winding down, but at PRPLI, we're steaming ahead with a full slate of programs for the 2007-2008 season that will help you network...share...learn...advance. This year, our programs (except where noted) will be at the Hilton Long Island/Huntington on Route 110, Melville, so you'll always know where to find us.

September 18, 2007; 6 p.m.

An Evening with Jim Cameron

Whether it's for you or your CEO, come for media training at an intermediate level with the always entertaining expert Jim Cameron.

October 16, 2007; 8 a.m.

Speed Pitching

Print and broadcast journalists will come to hear you pitch, one-on-one. Test your skills and nerves, and brainstorm with colleagues to refine your stories at this working meeting.

November 20, 2007; 6 p.m.

Strategic Planning...or Don't Get Caught with Your Pants Down

Ed Lansdale of Fleishman Hillard leads a discussion on preparing for controversy and championing unpopular causes with Steve Restivo of Wal-Mart and Penny Neferis of JetBlue.

December 6, 2007; 6 p.m.

Press Club of Long Island Holiday Show & Party

A perfect opportunity to meet and mingle with media, politicians, and other Long Island big shots.

January 15, 2008; 8 a.m.

Writers' Round-Up

The professors (and reporters) will teach you to use language more effectively and write correctly, even if you think you already do. Learn from the pros: John Hanc of NYIT and Newsday, and Susan Murphy of Hofstra University and formerly of WALK Radio.

February 19, 2008; 6 p.m.

The Care and Feeding of Strategic Partners

Finding and maximizing mutually beneficial relationships with corporations, not-for-profits, celebrities, govern-

ment, etc. Who should be your partner? How do you structure a partnership? What are the real benefits and the pitfalls? Our panelists will enlighten and inform you.

March 18, 2008; 6 p.m.

The ABCs of the WWW

The World Wide Web can seem like the Wild, Wild West. Among the dizzying array of tools available, two of the most useful are search engine optimization and social networking sites. Our panelists will explain how to use them to your advantage.

April 15, 2008; 6 p.m.

Going Green: Good for the Planet, Good for Business

Being green is red-hot these days. Organizations are embracing environmental responsibility as a key business strategy. Join our panelists to learn how going green not only helps Planet Earth but is a smart PR decision, too!

May 20, 2008; 6 p.m.

PRPLI Annual Awards Dinner

Come toast our awardees for their good work and lifetime achievement at Long Island's public relations social event of 2008! Location to be announced.

Location:

Hilton Long Island/Huntington
Route 110, Melville

Dinner programs: members, \$40; nonmembers, \$50.
Breakfast program: members \$35; nonmembers \$45.

Please register in advance to rsvp@prpli.org
You can pay at the door or online at www.prpli.org

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Message from the President

Hello from Flo...



When was the last time you went to a PRPLI event? The PRPLI Awards Dinner in May drew record attendance, for which I am gratified. We were proud to pay tribute to such a distinguished group of honorees, but the awards dinner is just one night. PRPLI offers you continuous ways to feel the benefits of membership:

Network. I don't know of many organizations that give you good food, drink, and company at some of Long Island's most interesting places. This year we plan to continue offering the mixers that have become so popular. It's just one of the ways to increase your network of contacts.

Share. Our Young Professionals committee has been working hard on the PRPLI Learning Assistance Network, which matches mentors and mentees. Whether you are new to the profession, or a seasoned pro, this is a way to enrich and enlighten. The sign-up sheet is on page 8.

Learn. This year, PRPLI is concentrating on providing you with opportunities to attend excellent educational programs. Along with Programs chairs Jeff Morosoff and Lee Peretz, my priority as president is to present you with regularly scheduled, superior educational programs. You should have already received a "Save the Dates" postcard with our 2007-08 program calendar. But you can always look on our [Web site](#) for the information.

Advance. When in combination, all of the above provides you with many opportunities to make connections whether to advance in your current job, find a new position, or increase your network of contacts.

"Life is like a piano... what you get out of it depends on how you play it." I remember feeling very small at the first PRPLI meeting I ever attended, in 1999. But I found it easy to get involved. PRPLI has 15 committees – which will you get involved in? If you have the time and the inclination, we have the opportunities for you. To find out more about our committees, please visit the [committees page](#).

It was thrilling to have received PRPLI's Rising Star Award in 2002; five years later, I am humbled to serve as PRPLI president. I look forward to seeing how YOU will get involved.

Until then...

Good-Bye from Jeff...

I have been truly blessed to have served as president of PRPLI twice—for two terms in the mid '90s, and a single term ending this past May—and both times, I've worked with wonderful, talented and dedicated people who I'm proud to call my friends.



This is the PRPLI experience at its essence: A professional organization made up of individuals whose talents complement and enhance its mission. And when Flo Federman calls on you to get involved, it's because both her and my experiences with PRPLI have truly helped our careers, and we believe that if you take an active role, your own career, your knowledge of the PR profession, and new connections with colleagues will absolutely benefit.

2006-7 was a transitional year for PRPLI. Our board members joined me in looking deep within ourselves to decide how we wanted to re-cast the organization to better serve its members. We kicked off an aggressive marketing campaign, investing in publicity and branding. We saw improved communication through an upgraded Web site, a superb e-newsletter, and e-mailed weekly updates. Our networking mixers were very well attended, and our programs were interesting and insightful. Our annual awards dinner in May had its best turnout ever, and everyone agreed that the program and its honorees were top-notch.

PRPLI has been a very positive experience for me... so much so, that I'm staying on the board for a 17th year and will co-chair the programs and professional development committee. I hope you'll share your suggestions by joining any one of our committees. I can assure you that you, too, will have a positive PRPLI experience.

Jeff Morosoff now co-chairs the Programs & Professional Development Committee

Media Moves

Changes at *Newsday*...

Lawrence Levy, a 30-year *Newsday* veteran and former Pulitzer finalist who most recently served as senior editorial writer, editorial board member and columnist, is leaving the newspaper to become the new head of Hofstra University's Center for Suburban Studies.

Eli Reyes has been promoted to business editor at *Newsday*. Eli came to *Newsday* as a member of the Metpro copy editing class of 1993-94. He went on to join the *Greenwich Time*, where he worked on the news desk and then became an editorial writer. Eli returned to *Newsday* in 1997 to work on the copy desk. Two years later he became an assigning editor on the Long Island desk.

Jim Klurfeld, editor of the editorial pages at *Newsday* for the last 20 years, is leaving the daily newspaper in November to take a teaching position at Stony Brook University.

Newsday plans to add as many as a dozen staffers as the newspaper identifies its most crucial needs in transforming the newsroom to supply content for both print and the Web.

Mohamad Bazzi, who started his *Newsday* career as a summer intern in 1996 and went on to become the newspaper's Mideast correspondent, has been awarded the Council on Foreign Relations' Edward R. Murrow fellowship for 2007, after which he plans to join the journalism faculty at New York University.

Long-time science and medical writer **Jamie Talan** is moving to North Shore-LIJ University Hospital, where she will edit an internal research magazine.

Michael Rothfeld, who has covered Nassau County government, is moving to Sacramento, CA, to work for the *Los Angeles Times*.

Music writer **Kevin Amorim** is heading to Florida.

Graham Rayman, a reporter and editor at *Newsday* for the past 11 years, covering New York City's courts, politicians, crimes, and disasters, has joined the *Village Voice* as a staff reporter.

Changes Elsewhere...

At *Long Island Business News*, **David Winzelberg** has become the real estate beat reporter. A New York Times contributor since 1986, he also has also penned hard news and feature articles for *Newsday*, the *Daily News Sunday Magazine*, *Long Island Monthly*, *Boulevard Magazine*, and other publications. A former adjunct professor of journalism at Five Towns College in Dix Hills and WLIW (Channel 21) commentator, Winzelberg has also served as editor of three community weeklies in the Long Islander Newspapers chain.

A Reference Library for You

Over the next few months, PRPLI will be building a resource section for our members to add to our Web site. It will present articles, case studies, and other useful information to help you, our members.



Why not share some of **your** expertise with your fellow members? Did you handle a PR crisis successfully? Or what did you learn from something that didn't turn out as well as you hoped?

Share your experiences with your colleagues...it's part of PRPLI's four tenets:

network...share...learn...advance

Join the PRPLI Learning Assistance Network

and become a mentor.

Visit www.prpli.org or

see page 8.

Things You Didn't Know about...

Robin Bernstein

By Joyce Litwin Zimmerman

Robin enjoyed a carefree **childhood** in Far Rockaway, Queens. It was like living in a small town – riding her bike throughout the area and walking into “town” to have pizza. She also enjoyed writing and illustrating her own “books.” One of her earliest works at age six or seven was about turtles.

After a brief stint in human resources, Robin began a **career** in corporate and marketing communications. She served as an account manager with Ogilvy Public Relations. She moved up as an account supervisor with Edelman Public Relations before she started her own business.

For **fun**, Robin enjoys sketching and has taken life drawing classes at The Huntington School of Fine Arts. She also looks forward to spending a week each summer on Fire Island with her husband Mark, a dentist in Bethpage, and their two children, Marlee (age 13) and Daniel (age 11.)

Two of Robin's favorite **movies** are *Schindler's List* and *Unforgiven*. She is a member of the Cinema Arts Centre in Huntington, which she praises as a great cultural community resource.

Robin plays the drums. She was part of a progressive bluegrass band while attending SUNY at Binghamton. She played gigs for more than 12 years until the early 1990s and sometimes still sits in with her old band. She had the “most fun” **performing music** with her group.

Robin's desire to **write creatively** evolved into the idea of writing her memoir. Her book is about “being a girl drummer, following your heart and making life choices.” Robin works on the book as time permits, and this summer she attended an intensive full-time workshop on memoir writing.

Robin has been on a “**memoir kick**.” She recommends the works of David Sedaris, the humor writer; Mary Karr, *The Liars' Club*; Jeannette Walls, *The Glass Castle*; and Frank McCourt, *Angela's Ashes*.

Robin runs her business, **Write Time Communications**, out of her home office. She is grateful for her working arrangement, which enables her to “shift gears” when her kids need her. She also appreciates the support of PRPLI and IABC. Both were helpful in establishing her career on Long Island when she moved here from Manhattan.

Joyce Litwin Zimmerman of Joywriter Communications is now affiliated with PrimeVisibility. She may be reached at either joyce.zimmerman@primevisibility.com or joyce@joywriter.net.

Welcome New Members

Dana Klosner

Donald Levine, SharpSearch

Joe Ferrara

Tracy Lai, Community Development Corporation of Long Island

Jeanine Uttaro, Zimmerman/Edelson, Inc.

Nancy Sternbergh, PNJ Promotions

Jeff Bressler, Guide Dog Foundation for the Blind, Inc.

Mindy Ferrentino Wolfle, Neptune Marketing LLC

Steven Jarmon, 1-800-FLOWERS.COM

Yanique Woodall, 1-800-FLOWERS.COM

Marcy Neuman, Heartlites, Inc.

Greg Filiano, Stony Brook University Media Relations

Lauren Sheprow, Stony Brook University Media Relations

Eric Kopp, Dowling College

Sharon Dickinson, Armao, Costa & Ricciardi, CPAs, PC

Steve Rowland, Florida Southern College

Geoffrey Coalter, Canon USA

Michael DeMeo, Canon USA

Wendy Klonsky, Canon USA

Len Musmeci, Canon USA

Kevin McCarthy, Canon USA

Kimberly Volpe-Casalino, Long Island University

Kaylee Tully, Headline Communications, Inc.

Member News

Lee Peretz was honored as the 2007 Association for Accounting Marketing (AAM) Rookie of the Year at the 18th Annual AAM Summit.

Bill Krol has been promoted to communications manager at the Guide Dog Foundation for the Blind. Bill joined the Foundation last year as publications editor.

PRPLI Annual Awards Dinner
May 22, 2007
Fox Hollow Country Club, Woodbury



A record crowd turned out for PRPLI's annual awards dinner at the Fox Hollow Country Club.



Jeff Morosoff, PRPLI's immediate past president, welcomes attendees.



Carol Silva and the gang from News12 enjoy the speeches.



PRPLI awardees: Lisa Cazzola and Alexa Silverman, scholarship winners; Michael Watt, Long Island Partnership, LI Achievement Award; Lee Peretz, Grassi & Co., Rising Star Award; Laurie Bloom, Rivkin Radler, PRPLI Mentor Award; Carol Silva, News12 Long Island, Outstanding Media Member Award; Edward Grilli, LIPA, Jack Rettaliata Memorial Award.

All photos by Bill Moseley, BBA Photography

PRPLI Annual Members' Meeting May 30, 2007 Matteo's Restaurant, Huntington



Bill Moseley

More than 30 PRPLI members turned out for the annual meeting to elect the board of directors for the upcoming season.



Barry Zusman

Outgoing PRPLI president Jeff Morsoff and incoming president Flo Federman.



Barry Zusman

PRPLI's board for the 2007-2008 season. In front: Lee Peretz, secretary; Louise Cassano, treasurer; Flo Federman, president; Laurel Factor, first vice president; Jeff Morosoff. Rear: Michael Kornfeld, Laura O'Connell, Alicia Steger, William Krol, Mary Scott, Luis Portiansky, Marlee Miller, Katherine Rupp. Not shown: Alan Wax, executive vice president.

PRPLI's 1st Annual PR Boot Camp June 26, 2007 Hilton Long Island, Melville

PRPLI held its first annual "PR Boot Camp" this past June. PR and media experts taught small business owners, sole practitioners, and not-for-profits the basics for cost-effective communications. No matter what your product or service, public relations can help get your message out. Attendees learned how to develop stories for the media, how to avoid publicity mistakes, and how to position themselves as experts. Keynote speaker Ned Steele of Media Impact offered extra inspiration and insights into managing an organization's PR efforts.



Signing in for the seminar.



The attentive crowd during one of the morning's first session.



Ned Steele shares his expertise during lunch.



Workshop presenters Michael Kornfeld and Lousie Cassano (left), media experts Bruce Lambert and Rosemary Gomez (center), and keynote speaker Ned Steele (right).



PRPLI Learning Assistance Network

The “PRPLI Learning Assistance Network” is underway! Interested in learning about another sector of the PR industry? Want to teach others about your niche? Then, join the PRPLI Assistance Network! Put as much or as little time into it as you have, and help our field grow! Just fill out the form below.

Please fill out the following (all that is applicable):

- I want to be a **MENTOR**
- I want to be a **MENTEE**
- I want to be **BOTH** a **MENTOR** and a **MENTEE**

Name: _____

Phone Number: _____

E-mail address: _____

Company: _____

Position: _____

Years in this position: _____ Years in the industry: _____

For mentees:

What field do you hope to learn about?

For mentors:

In what fields/areas would you like to mentor?

For all:

How much time do you have to contribute to this program?

What would your ideal mentor/mentee relationship consist of?

- A day in the workplace
- A series of phone calls with Q&A
- Lunch meeting(s) with mentor/mentee
- Other _____

Thank You! Please return to Laura O’Connell, Welcome Wagon, 245 Newtown Rd. – Ste. 500, Plainview, NY 11803