

# "for immediate release"



## Message from the President



*(This letter appeared in several Times Beacon Record newspapers in Suffolk County during the summer. An abbreviated version appeared in Newsday).*

Recent reports of disgraced political figures passing themselves off as public relations professionals ("Towle begins comeback effort," July 5) serve to impugn the credibility of a profession in which I have been engaged for 20 years. That some

organizations see fit to retain the services of such individuals is also disturbing.

The spate of corruption that plagues the private and public sectors helped prompt the [Public Relations Professionals](#) of Long Island last month to adopt a [code of ethics](#) as a guide for our members and our profession.

"Ethical behavior is essential to the professional practice of public relations," declares PRPLI's code of ethics. "As professionals, we are obligated to conduct ourselves in a manner that recognizes our commitment to truthfulness, accuracy and accountability to the publics we serve."

In accordance with the code, public relations professionals should: engage in honest business practices; provide objective counsel; seek to be models of professional ethical behavior for all our constituencies and promote the same in others by providing counsel in ethical decision-making; act in the best interest of those we represent, while being mindful of the public interest; be honest, accurate and truthful in all our communications; be accountable for our actions; and decline to engage in activities that are contrary to this code of ethics.

While seeking to enhance the visibility and reputations of those we represent, public relations professionals have a responsibility to maintain our integrity at all times.

Michael Kornfeld

## PRPLI presents...

THE BUSINESS OF RADIO NEWS  
ON TUESDAY, OCT. 26, 6PM

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 (r.), 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 TUESDAY, NOV. 16, 8AM  
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.

"Joan Detz has gone a long way toward taking the mystery out of writing and giving an effective speech," says former New York Governor Mario Cuomo. "For this, I will find it hard to forgive her." For more information on Joan, visit her website at [www.joandetz.com](http://www.joandetz.com).



## PRPLI Free Networking Mixers

Appetizers provided. Cash bar.

Tuesday, November 19, 6:00pm - 8:00pm  
Maxwell and Dunne's Steakhouse, 1600 Round Swamp Road, Plainview, NY  
(inside Race Palace)

Monday, December 13, 6:00pm - 8:00pm  
Ruby's, 28 Oakland Avenue, Port Jefferson, NY

Register online for all [PRPLI](#) events or contact:  
Gina DeGregorio at [gina@tmoradio.com](mailto:gina@tmoradio.com) or (516) 228-6570.

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[Boccio Design Group Ltd.](#)  
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## Industry Profile – Mid-size Public Relations Firms

By Robin Erinn Bay

In discussing mid-size public relations firms (defined here as a firm which employs between two and 12), it is important to recognize that the lines are still very blurred in defining a company with "true" employees and one that contracts freelancers.

Looking at a snapshot of the Long Island industry, there has been an almost exponential increase in the number of mid-size firms over the past three years. In 2004, 80 percent of public relations/marketing firms considered themselves to be mid-size, up from 66 percent in 2003 and 35 percent in 2002. How can this growth be explained? Going out on a limb, I would draw a direct correlation to the number of more seasoned PR executives facing dissatisfaction in their corporate or agency positions, or on the downside, facing reallocation of funds and ultimately downsizing. For whatever reason a PR executives finds themselves contemplating becoming a sole proprietorship or branching out on a larger scale is really irrelevant - the bottom line is that they are out there and many find strength, marketability and safety in numbers.

Not wanting to paint an artificially rosy picture about this segment of the industry, I noted through my research, on the flip side, that some firms that were considered "large" (more than 12 employees) were also downsized to a "mid-size" categorization over the past couple of years. I cannot even venture a guess as to whether or not they were victims of corporate downsizing or entrepreneurial individuals wanting to make a break and achieve success on their own.

On a final note, the prospect of the mid-size firm offers a greater sense of security than the sole proprietorship regardless of whether or not their numbers come from employees or contract freelancers. Incorporation of the mid-size firm can take many forms (general partnership, limited liability partnership, limited liability corporation, S Corporation), but one would hope that the founding members take advantage of the opportunity to protect themselves and their assets while benefiting from the county, state and affinity programs available to small businesses, particularly on Long Island.

For more information or comments, Robin Erinn Bay can be contacted at [robin.bay@alternativesforchildren.org](mailto:robin.bay@alternativesforchildren.org)

## Perspectives from the PR Middle

By William Krol

That the economy has been so-so for the past couple of years is a surprise to no one. Yet, these three midsize public relations firms on Long Island have managed to weather the stormy business environment and thrive.

The secret? Diversity.

William Corbett of Corbett Associates [www.corbettpr.com](http://www.corbettpr.com) says that 2002 saw the start of a rebounding that has continued through today, although, he notes, "we've always grown." The last couple of years has seen his business increase with the addition of new clients and better client leads. "We can handle swings in the economy because of our diversity in clients," he adds. Corbett represents only one client in an industry at one time. He sets a goal for growth for each year and thinks he may add one or two permanent staffers in the upcoming year, but with an eye towards keeping the firm manageable.

While it may appear that Steve Haweeli of WordHampton Public Relations [www.wordhampton.com](http://www.wordhampton.com) specializes in handling public relations for restaurants—"I believe we're the best food and beverage PR firm [on Long Island]"—his client list reveals that many of his clients come from outside that industry. Haweeli concedes he had a tough 2003, after previous tremendous growth, but says he is growing again. His goals for the upcoming year include tightening up on expenses while striving to get new business. He plans to add people, especially if he lands another big account.

Mark Grossman of Grossman Strategies [www.grossman.net](http://www.grossman.net) maintains a diverse mix of clients among the corporate, not-for-profit, and government sectors. "We've been very fortunate not to feel any downturn," he says. Grossman did not have clients in hi tech or financial and so was protected when those sectors crashed. Indeed, he found that "some clients actually step up their PR efforts" in a down economy. For the future, Grossman acknowledges having no set plan, other than to stay stable in the number of employees. For him, growth comes "by feel, step-by-step."

William Krol is a freelance writer, editor, and designer. He can be reached at 631-758-3680 or [wmkrol@yahoo.com](mailto:wmkrol@yahoo.com)

## Case Study: Predict the loser of the 2004 Presidential Election and explain how public relations could have changed his fate.

Michael Savino, Headline Communications: "The loser will be the American public, who once again, is being treated to a debate by candidates acting like kids in a sandbox with minimal discussion of today's issues. And PR is a big part of this! Spin doctors...talking points...daily opinion polling... heavily scripted conventions, etc. Elections are supposed to be about who has the best vision, not the best campaign messengers."

Robin Bernstein, Write Time Communications: "I think the biggest losers of this year's Presidential election, sadly, are Dan Rather and CBS News. Although he apologized for relying on forged documents in his much maligned broadcast about Bush's National Guard service, the damage was done. From a PR perspective, CBS did the right thing by initiating an investigation, and, fortunately, Mr. Rather has an exemplary career to bolster him. But the integrity of the iconic "60 Minutes" enterprise has been somewhat tainted."

Darren Johnson, Touro College Jacob D. Fuchsberg Law Center: "More prep would have helped Bush in his first debate with Kerry. I believe that the President surrounds himself with "yes" people, and they probably told him that whatever prep he did have was fine, not wanting to anger him. However, a good PR person is not a "yes" person and has the guts to tell a client when he believes that they are headed in the wrong direction."

Luis Portiansky, Margolin Winer & Evens LLP: "A major public relations strategic error was committed by the Kerry campaign in the handling of the candidate's military experience. The campaign had the opportunity to promote the message - Kerry had valorous military experience, Bush did not - but they lost the advantage by failing to anticipate the opposition's response. Kerry's message was incomplete; it touted his service and commendations but didn't explain his post-war congressional testimony or history of anti-war protests. By ignoring the opportunity to put the candidate's explanation in context, it allowed the message to be turned against Kerry. An initial strength was turned into a negative issue."

Hank Boerner, Rowan & Blewitt: "I will say this about whoever wins: He will have connected in very important ways with the people and that will affect their choice when they enter the voting booth on November 2. What's relevant to us as communicators: For more than 2,000 years, public persuasion has followed Aristotle's Rules on [Political] Rhetoric. To be successful, you don't have to be a brilliant, spellbinding orator. You do have to be "real," and you must connect with, reach and persuade your audience. Successful public relations in the political world employs these rules to maximum advantage - all the time. Aristotle summed up the key rules as (1) Logos, (2) Pathos and (3) Ethos. Logos, the sign for what you say (substance, specificity - staying on message). Pathos, for your connection person-to-person with the audience. (Are you like me? Do you like me?) Ethos, or what you stand for -- your beliefs, positions on issues, the quality of your character and ethics. All three must be clearly displayed by the speaker. My bet is on George W. Bush, by a thin margin...he stumbles but connects. John Kerry has repeatedly blown the opportunity to use the most powerful tools in the PR toolbox by talking about too much all at once and not letting us know who he really is (not who he was in the 1970s).

## A New Season: An Old Idea for Change

by Joyce Litwin Zimmerman

Now that fall is here, many PRPLI members may be thinking of ways to re-energize themselves and their careers. One way to move forward is to use Feng Shui (pronounced "Fung Schway"). Peter Reiss, a trained and recognized leader of this 5,000 year-old Chinese tradition, explained the basics at a recent meeting of our organization.

According to Feng Shui principles, we can align our goals - business, professional, or both - by adjusting our physical surroundings to promote health, wealth, career and relationships. Simply put, where we work and live - and the condition of the spaces in which we conduct our lives - can be a reflection of our emotional state. Likewise, altering or introducing certain elements in those spaces can help us move forward towards our intended desires. The variables include color, sound (wind chimes), water (fountains), moving energy (flags, pinwheels), plants and lights/mirrors.

Feng Shui, which means wind-water, involves introspection. It's a process of figuring out what part of our lives we would like to alter. Do we want to work on issues relating to relationships, family, wealth, knowledge, fame and career? These goals are the elements in Feng Shui's "Ba-Gua" or energy map. The system involves common sense solutions to increase the flow of personal energy or "chi." Once a goal is picked, for example, working on career, certain physical elements in the workplace can be altered to facilitate change.

What does this mean for a PRPLI entrepreneur? Throwing out old file folders and deleting old computer files can help refocus your business goals. What can an ad agency owner do to increase productivity? Widening a narrow entrance way into a conference room can not only ease entry into the room; it can also promote productivity by facilitating employee communication and problem-solving during meetings.

### Physical Elements to Consider:

- Position and location of doorways
- Ergonomics, placement and type of chair and desk
- Lighting conditions
- Introduction or upkeep of live plants
- Color
- Water (fountains)
- Moving energy (flags and pinwheels)
- Sound, such as wind chimes
- De-cluttering

Joyce Litwin Zimmerman is principal of Joywriter Communications, Ltd. E-mail her at [joyce@joywriter.net](mailto:joyce@joywriter.net)

## DID YOU KNOW THIS ABOUT... MARIA CINQUE, President, Cinque Associates?

By Joyce Litwin Zimmerman



1. Maria began gardening when as an eight year old she picked up and gathered figs, peaches pears, nectarines and blueberries that had fallen from her family's fruit trees and bushes.

2. Maria's role model and mentor was her Italian immigrant grandfather who instinctively knew how to graft, grow and garden. His love and influence still blooms yearly in the Jackson and Perkins brand roses he had purchased from an A&P supermarket for 35 cents.

3. Maria's professional life career has included freelance, charity and agency modeling, both in print and in person "on the runway." This experience, she reports, has enabled her to appear on live media, to serve as a spokesperson and to present seminars.

4. Maria served on the PRPLI board for a decade, including a stint as president. She began as the first awards chairperson while she was on staff at Cornell Cooperative Extension.

5. Maria attributes her business success to PRPLI. "My friends and mentors on the PRPLI Board helped me visualize and achieve my goal of starting my own business." Today Maria's major clients are landscape gardeners, landscaper designer, architects and arborists.

6. Maria, an active member of Our Lady of Assumption Church in Copiague, crochets 4-5 baby blankets a year which are donated to charity. Her spiritual life also included visiting Our Lady of Lourdes shrine located in the Pyrenees Mountains in southwestern France. Maria has also traveled to Spain, Portugal, Italy, Holland, and Tangiers.

7. As a founding member of Farmingdale Horticultural Committee at Farmingdale State University, she volunteers by coordinating its annual garden parties. One of the committee's goals is to raise funds for scholarships to educate future generations of horticultural students.

8. Fashion is an important part of Maria's persona and for fun she likes to shop, especially at the Jones outlet located at the Tanger in Riverhead. She also loves visiting family and friends, walking on the boardwalk at Jones beach, getting day spa treatments, reading biographies of successful people as Donald Trump, Estee Lauder, Joan Rivers, Colin Powell, etc. and watching romantic comedies with Julia Roberts, Hugh Grant and Kate Hudson ("Raising Helen" is her most recent favorite).

## Dinner and Discourse

By Lisa M. Becker

One September 29, 2004, the night before the first Presidential debate, PRPLI kicked off its 2004-05 season with an "End of Summer Soiree and BBQ" at the Stonebridge Golf Links and Country Club.

In the spirit of the season, Ron Terenzi (below, l.), president of Advancement for Commerce, Industry & Technology (ACIT) and Rick Brand (below, r.), political reporter for Newsday, offered their own observations of the 2004 Presidential Campaign. Terenzi, who is also a practicing bankruptcy attorney, emphasized the need to discuss issues that seem to be ignored such as rising oil prices and the country's deficit saying, "I know the effects have deficits on small companies; I can imagine what it is doing to the country. If these trends continue, I am going to be very busy the next four years." Brand entertained a room full of questions ranging from the difference between this election and previous ones, the challenges each candidate faces, the media coverage of election issues and their role and influence in the election (in the case of Dan Rather and CBS, in particular) and the influence "supporting roles," such as the Vice President and the First Lady, will have on the outcome.

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## Member News

Barbara Armstrong Boccio, principal and creative director of Boccio Design Group Ltd., was recently a panelist for the Association of Graphic Communications (AGC) program, entitled, "Workflow in the Real World: Graphic Finishing Techniques that Clients and Their Customers Love." For more information, call Barbara or Rich at 516-933-7290 or [info@bocciodesign.com](mailto:info@bocciodesign.com).



AGC will be holding their annual "Graphic Communications Day" on November 4, 7:30 a.m.-5:30 p.m., at Madison Square Garden. For more info visit [www.agcomm.org](http://www.agcomm.org) or call 212-279-2100.

The law firm of Moritt Hock Hamroff & Horowitz LLP has named Laura J. Hauser as Director of Marketing. She will be responsible for leading the firm's marketing, advertising and public relations initiatives as it relates to business development and community relations. For more information contact Laura at [lhouser@moritthock.com](mailto:lhouser@moritthock.com) or (516) 873-2000 ext. 286.

Michael Kornfeld and Norman Prusslin served as delegates to the Society of Professional Journalists National Convention in Manhattan in September. Kornfeld, of Kornfeld De Luca Byrnes Creative Communications Strategies, Inc, and Prusslin, director of the media minor at Stony Brook University, are both board members of the Press Club of Long Island. Kornfeld, Laurie Bloom of Rivkin Radler LLP and PRPLI's immediate past president; Kim Volpe of Long Island University and Steve Koenigsberg will be strutting their stuff during the Press Club of Long Island's annual holiday show & party, Dec. 2, at the Hilton Long Island in Melville.

Laurie Bloom was elected to serve as an At-large Delegate to the Hofstra University Alumni Organization Executive Council. Bloom will serve on two committees, including the Products and Services Committee, which identifies and recommends services to be offered to alumni.

Michael Kornfeld addressed small business solutions including the development of a sound communication plan at the monthly meeting of DECISION Women in Commerce and the Professions on September 7. For more information, contact Elaine De Luca Byrnes at 516-780-0290 or [edbyrnes@kdbcreative.com](mailto:edbyrnes@kdbcreative.com).



Mitchel Shapiro, founder and president of The Foundation for Sight & Sound, was featured as one of *Newsday's* "Everyday Heroes" in September. He also was profiled in the September 17-23 issue of *Long Island Business News*.

