



**Lisa Desatnik**

**public relations results**

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<http://GoodThingsGoingAround.com/about/>

*I guide organizations to communicate their core mission and brand with integrity and resolve, telling their story strategically and compellingly. An out-of-the-box thinker, I thrive on developing creative tactical ideas for raising awareness, educating constituents, and building consensus around communication goals. When it comes to relationships, I enjoy being both a leader and a team player, supporting the strengths of others.*

*As a result of my being a part of their team, many organizations with whom I have worked have reported seeing greater exposure and understanding of their brand than ever before, and strengthened relationships with people who have the capacity to impact the organization's success.*

### **Leadership, Collaboration, Strategy, Creativity, Results**

- ❖ Supporting sponsorship and ticket solicitation efforts, created & coordinated strategic communication plan for the annual YMCA Salute Gala that included social media, traditional media, and grassroots networking that collectively were responsible for more than 550 seats sold. (I worked on this for four years.)
- ❖ For five years, in lieu of a full-time staff member, coordinated traditional and social media relations efforts for the 13-branch YMCA of Greater Cincinnati including creating and maintaining the association's blog, Youtube channel, and Facebook page – resulting in extensive ongoing publicity.
- ❖ Created Good Things Going Around Project – a Facebook page, blog, Twitter account, e-newsletter, Good Things cards, and Good Things Pledge with hundreds of followers.
- ❖ Created and coordinated unique award winning Lighthouse Vision Awards Program that won a regional award.
- ❖ Initiated Lighthouse Youth Services' anniversary project – 30 foot wall mosaic mural created by children
- ❖ Generated a 'buzz' around Hidden Treasures CD responsible for a packed release party and in support of marketing efforts that ultimately resulted in sales of more than 9000 copies
- ❖ Created and coordinated Collecting for Kids Campaign that generated enough school supplies to help more than 700 low income students by the Campaign's second year.
- ❖ Coordinated publicity and strategic creative elements of talked about Inclusion Leadership Awards Event that drew over 900 guests including developing the key messages and script; writing and overseeing video productions; and working with speakers and honorees in keeping them on target.
- ❖ Initiated and developed community relations plan for Douser Huff fire safety program for Huff REALTY.
- ❖ Initiated and helped coordinate Reading with Shelly Bear Program for West Shell REALTORS.
- ❖ Created PR Campaign to change image of newly developed Betts Longworth Historic District, helped sell 60 townhouses in four months.

## **Experience**

- ❖ Public relations/marketing communications/community relations planning
- ❖ Community engagement campaign design and coordination
- ❖ Volunteer management
- ❖ Traditional media relations
- ❖ Copywriting (speeches, articles, news releases, collateral material, newsletters, ads, videos)
- ❖ Coordinating overall marketing materials (brochures, annual reports, newsletters, etc.)
- ❖ Social media marketing including blog management, Twitter, Facebook, Youtube, and others

## **Experience: Sample list of organizations**

- ❖ Inclusion Network
- ❖ YMCA of Greater Cincinnati
- ❖ Beech Acres Parenting Center
- ❖ iSPACE
- ❖ Character Council of Greater Cincinnati & Northern Kentucky
- ❖ Lighthouse Youth Services
- ❖ West Shell REALTORS
- ❖ Urban Appalachian Community Development Association
- ❖ Cincinnati Arts and Technology Center
- ❖ Manuel D. and Rhoda Mayerson Foundation
- ❖ Cincinnati Bar Association
- ❖ Greater Cincinnati Planned Giving Association

## **Experience: Sample Events**

- ❖ Appalachian Festival (for more than 20 years)
- ❖ Inclusion Leadership Awards Event (for 8 years)
- ❖ Lighthouse Vision Awards Event (for 2 years)
- ❖ Down Syndrome Association's Buddy Walk (for 4 years)
- ❖ YMCA of Greater Cincinnati Salute Gala (4 years)
- ❖ Character Council of Greater Cincinnati & Northern Kentucky Kids of Character Awards
- ❖ YMCA Character Awards Event (3 years)
- ❖ Greater Cincinnati Planned Giving Council Voices of Giving Awards (3 years)

## **Case Example: YMCA of Greater Cincinnati**

For 5 years I coordinated PR activities promoting the 13-branch YMCA of Greater Cincinnati including using traditional media relations and social media; and coordinated communication/marketing and messaging strategies for their two signature events – the YMCA Character Awards and the YMCA Salute Gala (including writing the event scripts, printed programs, honoree bios and communication, coordination with event hosts, publicity).

### **Outcomes:**

**1.)** Within the first two years of my creating their Facebook page, Twitter account, and Youtube channel, they had more than 2000 followers on Facebook and Twitter and hundreds of views on Youtube.

2) Most months, thousands of people throughout Greater Cincinnati were exposed to the message of the YMCA via traditional media placements. I secured media partners for their signature events and tens of thousands were exposed to both the Character Awards and the Salute Gala. My media relations campaign for the Character Awards was a finalist in the PRSA Prism Awards competition.

3.) My strategic marketing plans for the YMCA Salute Galas supported the work of the sponsorship committee to sell over 500 seats each year. In 2011, my work was especially important during the economic downfall and with featured entertainment who was not widely known in our region. My grassroots campaign aided the committee in selling out that event with 550 reserved seats.

### **Comments on my work:**

"Lisa delivers results on time every time. Having worked with Lisa for years on various YMCA news releases, social media initiatives, and special events, I highly recommend Lisa's dedication and commitment to all she pursues. Precise, creative, and generous -- Lisa provides fantastic services!"

~**Rebecca Kelley, (past) vice president at YMCA of Greater Cincinnati and current director, knowledge management & innovation at KnowledgeWorks Foundation**

"Lisa is a media and public relations guru who is creative but has the ability to focus on the details that establishes her work consistently above others. It is a great privilege to work with such a vessel of honor who is admired by her colleagues and clients." ~ **Antoinette 'Toni' Miles, YMCA Black & Latino Achievers Program former executive director**

"It is a rare privilege to work with someone as gifted as Lisa. She is a talented writer, organizer, motivator and creative, with an excellent command of public relations. In addition, she possesses a presence and a sense of self that sets her above even the more exceptional public relations firms that have passed my way. She is a team player who reaches beyond her concerns to contribute to the efforts of her projects both materially and emotionally. " ~ **Bobby Harrison, president of the Harrison Group** (Bobby & I worked closely together on the YMCA Salute Gala events)

## **Case Example: Inclusion Network**

I worked with the Inclusion Network for about eight years. Among my roles there was serving as one of the lead producers for its Inclusion Leadership Awards Event responsible for promoting the event and making sure all of the messaging was on target for creating a deeply meaningful impact on every attendee. I researched and hired the featured speaker and worked one-on-one with him/her; wrote the Event script, honoree profiles and videos; oversaw the video productions by WLWT (a partnership I established); worked with the production company in coordinating the creative elements of the program; and worked with the speaker, presenters and honorees to ensure they effectively communicated our message at the Event.

### **Outcomes:**

The event grew so large that the only place large enough to host it was the Convention Center. Between 900 and 1000 people were attending AND talking about it. Many who came continued to attend year after year. Tens of thousands of additional people were exposed to the message of the Inclusion Network via extensive media coverage.

**From Peg Gutsell, former director of the Inclusion Network:** - "Lisa was an increasingly important core member of the planning team for our Inclusion Leadership Awards Event, the area's largest inclusive event. She brought a lot of creativity, management, and people skills to the table that were invaluable to us in producing an Event that stimulated interest and excitement in the broad community surrounding issues of inclusion. Lisa went the extra mile to get the job done and did it with a positive attitude and a strong conviction. Equally important to us, she was not afraid to voice a concern or make a recommendation to ensure our work accomplished its intended goal. Lisa truly understood our values and mission, and applied those principles in her job assuring our featured speaker, presenters, honorees, videos, written stories, and graphic elements all accurately reflected our message. I highly recommend her."

### **Case example: Appalachian Festival**

The Appalachian Festival is one of this region's most popular outdoor festivals held at Coney Island. For more than 20 years, I coordinated the media relations for the event and worked with the volunteer committee in setting up interviews. I also initiated the Festival's Facebook presence.

#### **Outcomes:**

The event paid very little (many years had no advertising budget) and still tens of thousands of people learned about the Festival as a result of my work. One year I created and coordinated an event, the Downtown Hoedown, as a grassroots way of generating attention. I recruited local personalities to learn the Cotton Eyed Joe dance on Ft. Square – and perform it – for a prize. The highlight was a competition between Gapper and Who Dey. The downtown hub was packed wall-to-wall with onlookers that day. Additionally, I started the Festival's Facebook page and grew it to a little over 1000 fans in under two years (working on it only from April to Mother's Day each of those years).

#### **Comments about my work:**

"Lisa was the Festival's main contact with the local media for many years, and recently incorporated social media into the mix, also having worked closely with me and the Festival committees. As a result of her dedication, the Festival got outstanding local media coverage in print, radio, and television. We spent very little money on advertising because the public relations has been so effective. I've enjoyed working with Lisa. It's so assuring to work with a competent, professional, and personable individual like her. She has a way about her to get what she wants and gets the job done. She also helped our volunteers to become more professional spokespeople." ~**Allison Raisor, past Appalachian Festival coordinator**

"Lisa's skills as a Public Relations Specialist have been second to none. Her connections in the Greater Cincinnati community and beyond are a huge asset, along with her people skills and ability to bring an appropriate interview for WNKU's format. She's reliable, efficient and available to help assist with guests. Her positive approach is inspiring and makes the work delightful for interviewer and interviewee. She's a gem in the world of PR." ~**Cheri Lawson, morning news anchor, WNKU**

“Lisa is highly productive and personable public relations professional. She understands the fine points of local media and respects those who work in the field. These skills make her extremely successful at promoting her events and showcasing her clients on television and the web.”

~ **Monna Morrow, community affairs director for WCPO**

## **Case Example: Accountability and Credibility Together**

I began working with ACT (a nonprofit welfare diversion agency) in December, 2004. Within the first six months, I developed and coordinated a community-wide program aimed at generating school supplies for participating families and at raising much needed awareness for the social service agency. However, in addition to raising awareness, I also wanted to educate key constituents on the value of ACT and forge new relationships on their behalf.

### **Outcomes:**

With a very small budget, using a variety of tactics, by the second year, enough supplies were collected to provide for more than 700 students.

I incorporated my messaging of what set ACT apart and why the community should support ACT and those it serves into all materials, all correspondence and all media outreach that also included securing the Cincinnati Herald as a media partner the first year, and FOX19 as a second media partner the following year. I also secured Office Depot as a partner and drop off locations, where they had in-store signage. As a result, tens of thousands of people in the community were not just exposed to the name of ACT – but to the brand of who ACT was and why ACT was important.

Hundreds of individuals and more than 10 businesses, including the Macy’s headquarter offices, became supporters of ACT and continued to give school supplies the second year. **This campaign earned a regional public relations award.**

## **Case Example: Lighthouse Youth Services**

For eight years I coordinated media relations for the large social service organization, wrote strategic messaging copy, and other PR work. I also created and implemented the Lighthouse Vision Awards program as a two-fold strategy for spotlighting the agency as a leading advocate for young people and as a means of encouraging further philanthropy from youth. It recognized youth for their voluntarism through 3 media sponsors, a traveling exhibit, a publicly held award presentation, and publicity through a variety of news outlets.

### **Outcomes:**

Working on a limited budget, I secured more than \$70,000 of donated services each year for this unique community-wide program.

The agency received extensive exposure through the media (including three media partners), a traveling exhibit, and the event. The Greater Cincinnati Chamber of Commerce and the Covington Rotary Association approached me to be involved in its second year. Also the Boone, Kenton and Campbell County school systems, Cincinnati Public Schools, and other districts agreed to support the

cause. Additionally, in follow-up interviews with honorees, I learned they planned on continuing to give back. **This event also earned a regional public relations award.**

### **Case Example: Hidden Treasures CD**

Modern rock 'n roll, blue grass country, rap and fusion can all trace their roots to Cincinnati's King Records and Syd Nathan, the music giant who made it big by embracing inclusion, uniting diverse talent and backgrounds. The Hidden Treasures (King Records tribute) CD was an inclusion awareness raising project of the Mayerson Foundation and the Inclusion Network that included a diverse mix of some of the most respected musicians with ties to Cincinnati. My charge was to develop a PR campaign to support other marketing strategies. My messaging theme was – 'bringing the community together through music'. My goals were to create a buzz around Cincinnati, raise awareness about the value of inclusion, educate the community about King Records greatness...and ultimately bring people to our CD release party and sell CDs.

#### **Outcomes:**

I secured WNKU, CityBeat and Time Warner Cable as media partners; and was successful in lining up promotional support from WMOJ, WRRM, WUBE, WOFX, WCIN, WEBN, WPFB, WVXU, WLW, ICN6, WCPO, WKRC, WLWT, and FOX19, The Cincinnati Post and The Cincinnati Enquirer. Between the traditional media coverage and additional grass roots efforts, the whole region was talking about the CD project. Held at Covington's Madison Theatre, the CD Release Party was filled to capacity with a line out the door.

Combined with the other marketing strategies, almost 9000 copies of the CD were sold in just seven months, making it one of the most successful locally produced CDs from Cincinnati.

#### **Comment about my work:**

"Lisa's public relations was indispensable to our Hidden Treasures CD project. Our media coverage as a result of her work was unbelievable. The relationships she created with the musicians were the basis for them coming to and performing at (for free!) the release party. The event's attendance exceeded even our high expectations, and was another example of how effective she was." ~ **Breta Cooper, Manuel D. and Rhoda Mayerson Foundation director of operations and new programs**

### **Case Example: Good Things Going Around**

I began my Good Things Going Around blog as a project to uplift and inspire people by sharing my own personal thoughts, as well as sharing a variety of positive news, videos, and quotes. A side project of this is my Good Things Pledge. When people sign up to be a Good Things Pledge champion, I send them a personalized certificate. The project now includes the blog, Facebook page, Twitter, Pinterest, and newsletter and the Pledge.

#### **Outcomes:**

My blog now receives an average of 900 to 1000 views monthly. I have over 825 subscribers to my newsletter, more than 800 Facebook fans, nearly 1800 Twitter followers, and several hundred people have become Good Things Pledge champions.

**Comment about my work:**

"Lisa has a tremendous attitude, is always positive and upbeat. She is well connected, not by an exchange of business cards, but rather a true love of people. She is highly creative as well as generously encouraging to the ideas of others; quickly grasping the underlying concept as well as the subtle details. Lisa demonstrates a passionate belief in the basic good of people and is actively engaged in shining a light on and furthering the interest of those people and organizations that positively impact the lives of others. Lisa does great work for good reason." ~ **Dori Gehling, WAMBOO founder & CEO, former Coldwell Banker/West Shell branch manager**

**Honors:**

*Two First Place Awards* – East Central PRSA Awards Competition (regional)

*Honorable Mention* – East Central PRSA Awards Competition (regional)

*Prism Award* - Public Relations Society of America (local)

*Second Place Award* – Cincinnati Editor's Association Publications Competition

*Recipient* – "40 Under 40" Award presented by the Cincinnati Business Courier

*Finalist* - "Up and Comer of the Year" Award presented by the Cincinnati Business Courier

Finalist – Cincinnati PRSA Blacksmith Awards for YMCA Character Awards media relations

**Other Comments:**

"For the last several years, Lisa Desatnik has provided PR services for the Voices of Giving Awards that is presented annually by the Greater Cincinnati Planned Giving Council. She is knowledgeable, great to work with, and does a great job in placing follow up articles in the local print media about our honorees." ~ **Carol Stevie, associate director, Catholic Inner-City Schools Education Fund**

"It is with pleasure that I recommend Lisa in any of her future endeavors. Lisa is an extremely talented woman and joy to work with. I've had the pleasure of collaborating with Lisa on various websites over the past year for her own business and clients. Lisa is a professional who is an expert in media, public relations and blogging. Lisa is one of the "good guys" out there, with a wonderful work-ethic; making the world around her a brighter place, just by knowing her and working with her." ~ **Debra Hadley, freelance designer/developer**