

Lisa Desatnik

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Leadership, Collaboration, Strategy, Creativity, Results

- ❖ Supporting sponsorship and ticket solicitation efforts, created & coordinated strategic communication plans 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.
- ❖ For over four years, in lieu of a full-time staff member, coordinated traditional and social media relations efforts for the 14-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, newsletter, Good Things cards, and Good Things Pledge – that has 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
- ❖ 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
- ❖ Cincinnati Association for the Blind & Visually Impaired
- ❖ 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)

Lisa Desatnik, my background

With more than 22 years of combined experience in journalism and public relations, I have promoted non-profit organizations, events and businesses. My ideas and activities have helped them establish valuable community relationships and increase their exposure. Many have reported receiving more visibility than ever before. I've received numerous local and regional awards; however, I am most gratified when I see the tangible results of my efforts.

Sample career highlights:

YMCA of Greater Cincinnati - For over 4 years I coordinated PR activities for the YMCA of Greater Cincinnati including using traditional media relations and social media as well as coordinated communication strategies for their two signature events – the YMCA Character Awards and the YMCA Salute Gala. Among my accomplishments: **1)** I created the YMCA of Greater Cincinnati Facebook page, Twitter account, Youtube channel (producing videos) and blog from scratch and managed the strategic online messaging; and have done social media planning **2)** I coordinated traditional media relations efforts and messaging for the association; and have been successful in securing extensive ongoing exposure that has resulted in increased participation of YMCA events and activities **3)** I created strategic marketing plans and implemented promotion of YMCA Salute Galas that have sold over 550 seats including securing and working with four media partners. In 2011, I also utilized videos, email, Facebook, LinkedIn, Twitter, and one-on-one communication with constituents. I also wrote honoree profiles, the event script, and coordinated the event printed program **4)** I promoted the YMCA Character Awards Event including working with the 40 honorees to create their bios and implemented a strong grassroots publicity campaign that was a **finalist in the PRSA Prism Awards competition 5)** For three years I coordinated a trade-based ad campaign with the Cincinnati Herald including writing the copy, taking photos & coordinating the design for ¼ pg ads **6)** Ongoing – I effectively communicated with diverse personalities of staff, volunteers and members within the association's 14 branches.

Hidden Treasures - Working with a very limited budget, my public relations campaign to promote the release of the Hidden Treasures, a CD tribute to King Records, generated a "buzz" around Greater Cincinnati that was responsible for a packed release party of nearly 800 people. I secured WNKU, CityBeat and Time Warner Cable as media partners; and got promotional support from WMOJ, WRRM, WUBE, WOFX, WCIN, WEBN, WPFB, WVXU, WLW, ICN6, WCPO, WKRC, WLWT, Fox 19, The Cincinnati Post and The Cincinnati Enquirer. The relationships I created with the musicians were the basis for them donating their time to come to and perform at the release party. The Hidden Treasures CD has become one of the most successful locally and independently produced CD's to come out of Cincinnati – selling almost 9000 CD's in just 7 months and now being distributed nationally.

Inclusion Network - For more than eight years, I worked with the Inclusion Network in a variety of capacities. I've assisted with community relations strategies including developing and coordinating the organization's newsletter. As one of the producers for the Inclusion Leadership Awards Event, I helped to develop strategic ideas

for using the event to inspire positive change. Among my responsibilities were: hiring the featured speaker; writing the Event script, honoree profiles and videos; working with WLWT (a partnership I established) on the video production; working with the production company in coordinating the creative elements of the program; working with the speaker, presenters and honorees to ensure they effectively communicate our message at the Event; and media relations.

ACT - I began working with Accountability and Credibility Together (ACT) 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. The Collecting for Kids Campaign was a huge success on both goals. With a very small budget, using a variety of tactics, we collected more than \$15,000 worth of supplies its first year. Articles, stories and interviews in local media appeared throughout the campaign. I secured the Cincinnati Herald as a media partner to run advertisements and news features. Many businesses and individuals who had never heard of ACT before, became supporters. By the Campaign's second year, more than \$35,000 was estimated to have been taken in – enough to help more than 700 students. In the second year, I secured three additional media partners and even stronger support from the community. Through television and radio public service announcements, donated ads in the Cincinnati Herald, and news coverage, ACT received exposure valued at over \$150,000. **This campaign earned a regional public relations award.**

Among my other accomplishments in doing communication for ACT, I also secured a videographer student and local radio personality to work with me in producing an agency video, for which I oversaw, conducted interviews and wrote the script.

Lighthouse Youth Services - During the eight years I managed the PR for Lighthouse Youth Services, I created and implemented the Lighthouse Vision Awards program. Working on a limited budget, I secured more than \$70,000 of donated services each year for this unique community-wide program. 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. **This event also earned a regional public relations award.**

I helped establish Lighthouse's strong presence through aggressive community and media relations (including coverage through the Associated Press). I also initiated the agency's 30th anniversary project – a 30 ft wall mosaic mural installed on a downtown building, created by children.

FreeStore/FoodBank - During the 2000 holiday season, my media relations skills and activities generated a record amount of publicity for the FreeStore/FoodBank, which assisted the Development Department in raising an increase of nearly \$100,000 during its holiday campaign over the previous year.

March of Dimes - I created and implemented the PR plan for the **1988 Franklin County WalkAmerica** – then the largest walk, and one of the largest fundraisers, in the region. Part of my plan involved a radio kidnapping ploy. Managers of Columbus's radio stations agreed to participate in this campaign that was responsible for helping the organization generate 1000 additional walkers. Top personalities were secretly told to be at their station at given times when we – with a bandit actor and a bus – traveled from station to station, kidnapping them and bringing them to the neo-native intensive care unit at the University Hospital. There, they learned about the mission of the March of Dimes, and were given lunch and a presentation in which we challenged them to out-promote each other. **My PR campaign earned my first regional award.**

City of Cincinnati - At a time when the **West End's Betts-Longworth Historic District** consisted mostly of dilapidated, uninhabitable buildings, I was presented with the task of coordinating a public relations effort that would market the first City-owned townhouse development, **Longworth Square**. Located directly in the heart of the area, selling the neighborhood became as vital as selling the townhouses. Through an intensive campaign, I convinced reporters that progress was happening there, while I also worked with the City to cultivate a close-knit community among those currently or contemplating living there, and builders and developers investing in the neighborhood. Stories appeared in the media headlined with such titles, "Betts-Longworth Stands Tall Again," "A

New Town Downtown,” and “It’s a Homebuyers’ ‘mad house’ in the Betts-Longworth District” The goal was to sell all 60 townhouses within a year – they were sold in 4 months.

My ideas inspired the creation of other community relations programs (that I helped to implement) including: Sponsor a Winner Campaign for the Hamilton County Special Olympics, Reading with Shelly Bear Program for West Shell REALTORS, Douser HUFF for HUFF REALTY, and the Road Less Traveled Award for the Alzheimer’s Association.

I have been a featured speaker on public relations issues at numerous workshops including the Public Relations Society of America’s regional conference, the National Society of Fund Raising Executive’s annual workshop, a group of development directors of mental health agencies, and a Cincinnati Bar Association’s continuing education all day seminar. I am a former member of the leadership team of the Cincinnati Chapter of PRSA.

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

Personal:

I am an animal lover, owner of two parrots, and long term student of behavior modification with positive reinforcement. I’m a graduate of Dr. Susan Friedman’s Living and Learning With Parrots course; and completed Natural Encounters’ The Art and Science of Training Companion Parrots Course in Orlando, Florida, and an online dog training course by Canada’s world champion agility dog trainer, Susan Garrett. I’m also a member of the International Association of Avian Trainers and Educators. You can find my articles on pet behavior and behavior modification using positive reinforcement strategies in Hyde Park Living.

Passionate about encouraging kindness and positive actions, I created my Good Things Going Around Project – a blog, Facebook page, enewsletter, Good Things cards, and the Good Things Pledge – that has hundreds of followers. I always enjoy volunteering to help others whenever I can.

A few comments...

“Lisa was an increasingly important core member of the planning team for our Inclusion Leadership Awards Event, the area’s largest inclusive event. In 2006 and 2007, she had even more responsibilities. She brought a lot of creativity, management, and people skills to the table that were invaluable to us in producing an Event that stimulates interest and excitement in the broad community surrounding issues of inclusion. Lisa goes the extra mile to get the job done and does it with a positive attitude and a strong conviction. Equally important to us, she is not afraid to voice a concern or make a recommendation to ensure our work really accomplishes its intended goal. Lisa truly understands 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. She has proven to be very effective in all aspects of her relationship with us and I highly recommend her.”

* **Peg Gutsell, Inclusion Network former director**

“Lisa has successfully promoted the Appalachian Festival and the Appalachian culture in a very positive way. She has been the Festival’s main contact with the local media for many years, and now is incorporating social media into the mix, also working closely with me and the Festival committees. As a result of her dedication, the Festival has gotten outstanding local media coverage in print, radio, and television. We’ve 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 Lisa. She has a way about her to get what she wants and gets the job done. She's also helped our volunteers to become more professional spokespeople."

- **Allison Raisor, Appalachian Festival coordinator**

"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 executive director**

"Lisa works as a communications consultant and contractor for the YMCA of Greater Cincinnati. I have been most pleased with the quality of her work and quantitative outcomes it yields. Since Lisa has managed the publicity for our special events, we have received extensive media coverage...the most I have witnessed in my three years with the YMCA. She is helping us raise awareness and ultimately dollars through her expertise in effectively communicating our mission. I would highly recommend Lisa for all your communication needs."

- **Stephanie Brooks, (former) YMCA associate director of development**

"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, operations and new programs**

"When we purchased a new building and were relocating our downtown offices, it was crucial to keep our members informed every step of the way. Lisa was instrumental in helping make this happen. Her detailed communications plan outlining strategies to inform our members about our move and its tangible benefits to them made it a smooth and positive transition."

- **Carol Branch, (former) Cincinnati Bar Association former director of communications**

"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**

"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**