

# Jo Morello, Inc.

Public Relations/Communications

## PARTIAL LIST OF ARTICLES, OTHER PUBLISHED WORK BY JO MORELLO

### Articles

<i>American Way</i> , American Airlines, Dallas/Fort Worth, TX	
"The Czars' Favorite Things"	Apr 1, 95
"Dali on the Beach"	Oct 1, 95
<i>Attitudes</i> , Sarasota, FL	
"Coming Home" (Howard Millman/Asolo Theatre Company)	Mar 95
"Always True in Our Fashion" (at John Ringling Towers)	May 95
"Get Up and Go"	May 95
<i>Black Tie &amp; Tales</i>	
"Sarasota's Seasons"	Mar 95
"A Toast to Tradition"	Apr 95
<i>Builder Index</i> , Sarasota/Jacksonville/Naples FL	
"Builder's Interview: Deercreek CC, Oasis of Luxurious Living"	Feb/Mar 1997
"Builder's Interview: At Last: A Gated Community for the Northside"	Feb/Mar 1997
"Builder's Interview: Coast Communities: Perfecting Paradise"	May/June 1997
"Builder's Interview: Sterling Oaks is Home to Stuart Kaye"	May/June 1997
"Builder's Interview: Eagle Ridge Lake: Nothing Else Like It"	May/June 1997
<i>Builder Index</i> , Fort Myers/Sanibel/Naples	
"Builder's Interview: Mastercraft Homes Makes It So Easy"	Jan/Feb 1997
"Builder's Interview: The Best Value in Lee County"	Mar/Apr 1997
"Builder's Interview: Keystone Custom Homes Builds As Though It Were Their Own"	July/Aug 1997
<i>Business Digest</i> , Sarasota, FL	
"Marine Industry finds its place in the sun," with Lisa May (cover story)	June 1987
<i>Entrepreneurial Woman</i> , Entrepreneur, Inc., Irvine, CA	
"Flying High"	Nov 1990
<i>Fairway Living</i> , Wilmington, NC	
"The Founders Club"	Fall 2007
<i>Family, Sarasota &amp; Manatee Edition</i>	
"Fight Fair"	Feb 2000
<i>Family Matters</i> , Family Counseling Center, Sarasota, FL	
Writer/editor/designer of quarterly 6-page, 2-color newsletter;	Summer 1998
<i>Golden Magazine for Boys &amp; Girls</i>	
"The Discovery of Germs" as "Mary Michaels" (cover story)	Jan 67
<i>Gulfshore Life</i> , Naples, FL	
"Life in the Treetops" (rain forest/Selby Gardens)*	Feb 95
"Sarasota Jazz Festival: From Swing to Latin Rhythms"	Feb 95
"The Asolo Theatre Company: Back to the Future"***	Feb 96
"Dick Hyman: The Cat in a Suit" (cover story)	July 1997
"Lessons from a Master: Sarasota Jazz Man Turned Mentor John LaPorta"	October 1997
<i>Home &amp; Condo's Sarasota Homebuyer</i> , Naples/Sarasota, FL	
"Dream It. Do It."	1995-96 Annual
"Florida Living/Homebuyer Guide" (cover story)	1995-96 Annual

\*One of three stories winning gold "Charlie" Award/Florida Magazine Association for best environmental reporting.

\*\*Part of winning submission for silver "Charlie" Award (of FMA) for best-written magazine.

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<i>Home &amp; Condo's Homebuyer</i> , Naples/Sarasota, FL	
"Housing Snapshot: Future of Development in Sarasota & Manatee Counties" (cover)	1996-97 Annual
<i>Home &amp; Condo</i> , Naples/Sarasota, FL	
"Building Notebook: Who Needs a Permit?"	Feb 1997
"Community Highlight: Misty Creek"	Mar 1997
"The Florida House, Green Mansions: Environmental Design Ideas for Your Home"	March 1998
"Jewels on the Bay: The ASID Showcase Homes of Sarasota" (cover story)	April/May 1998
"Dollars & Sense: How to Choose a Real Estate Agent"	November 1998
<i>House and Home</i> , Sarasota, FL	
"At Home with Lee Wetherington"	Jan/Feb 2003
<i>House, Home &amp; Living</i> , Sarasota, FL	
"Patricia Gawle: Creating Lasting Beauty with Ceramic Tiles"	Mar/April 2003
<i>Reflections 1997</i> (In-Room Magazine of Shannon Hotel Group, Sarasota, FL)	April 1997
Lead Story: "Exceptional Service Every Time" (with Kathy Holiday)	April 1997
"Family Tree"	April 1997
"Environment: Paradise Reclaimed"	April 1997
"History: Links to Golf"	April 1997
<i>Reflections 1998</i> (In-Room Magazine of Shannon Hotel Group, Sarasota, FL)	April 1998
"The Ringling Imprint"	April 1998
"Sitting Pretty: The Marie Selby Botanical Gardens"	April 1998
<i>Reflections 1999</i> (In-Room Magazine of The Resort at Longboat Key Club, Longboat Key, FL)	April 1999
"The Resort at Longboat Key Club: A Dream at Last Come True"	April 1999
<i>Sarasota Herald-Tribune</i> (articles contracted by <i>New York Times</i> Regional Newspaper Group); series on mental health topics, based on case files and counselor interviews with Family Counseling Center, Sarasota, FL	Jan 1999-Oct 2000
"New year, fractured family"	Jan 14, 1999
"Perfect match?"	Feb 11, 1999
"Connecting with teens: respect, communication are keys" (also in <i>Gainesville Sun</i> , other NYTRNG papers)	Mar 25, 1999
"For love and money"	Aug. 11, 1999
"Shouldering the load: Grandparents raising grandchildren"	Apr 15, 1999
"Is there sex after children are born?"	Jun 17, 1999
"Academic pressure cooker"	Aug 12, 1999
"The innocent bystanders" (children who lose a parent)	Aug 19, 1999
"Raising a nurturing son"	Sept 23, 1999
"Teen labyrinth of love"	Dec 2, 1999
"Communicating with your adult children"	Feb 10, 2000
"After the break-up: the divorce of parents"	Mar 30, 2000
"Trip from hell" (traveling with children)	June 8, 2000
"Teen choices"	July 27, 2000
"Second time around: making it work"	Aug 24, 2000
"Oct 12, 2000"	Oct 12, 2000
<i>Southern Theatre Magazine</i> , Greensboro, NC	
"Three to Grow On: From Young to Not So Young, Playwrights Shine at Sixth Annual Festival of Southern Theatre"	Fall 1989
"Florida Jewel: The Asolo Center for the Performing Arts Starts New Life with New Look at 30"	Spring 1990
<i>The Weekly</i> , Sarasota/Venice, FL	
"Theatre in Sarasota: Consider the Alternative"	Jan 18, 95
"RK: Seeing is Believing"	Feb 15, 95
"Birth Centers: A Family Affair"	Mar 8, 95
"Sarasota and All That Jazz"	Mar 29, 95
"Three Kindest Words: You're Not Alone"	Jun 7, 95
"Alzheimer's and Other Ills"	Jun 21, 95

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<i>The Weekly</i> , Sarasota/Venice, FL ( <i>continued</i> )	
“Plastic Surgery: The Latest Wrinkles”	Jul 26, 95
“Tripp Schwenk Aims for Second Olympic Slot”	Sep 13, 95
“What to Say About A Play: Asolo Helps Students Learn”	Dec 5, 95
“The Smallest Greatest Show on Earth: Ringling Museum Circus Gallery”	Jan 10, 96
“Child Development Center: Making Miracles Happen”	Feb 7, 96
“Yin & Yang: Traditional Chinese Medicine”	May 14, 96
“Kids Under the Weather”	Jun 19, 96
“The Sounds of Silence”	Aug 28, 96
<i>Trenton</i> , city magazine for Trenton, N.J.	
“Hamilton Township: A Case of Growing Pains” as Josephine M. Carmosky (cover)	May 74

### Newsletters

<i>BMI Bulletin</i> , Brand Marketing International, Ltd., Sarasota, FL Editor/writer/designer of 4-page, 2-color marketing newsletter	Summer 1998
Caldwell Trust Company, Venice and Sarasota, FL Editor/writer/ 4-page, 2-color bi-monthly client newsletters	March 2008 - Present
Child Development Center, Sarasota, FL Editor/writer of 25 <sup>th</sup> Anniversary Newsletter;	
Florida Center for Child & Family Development, Sarasota, FL Editor/writer of 4-page, 4-color development newsletter	June 99; Winter 08-09
<i>Focus on Film</i> , Sarasota Film Society, Sarasota, FL Editor/writer/designer of bimonthly 6-page, 1-color member newsletter	1998-2000
<i>Sarasota Jazz Sounds</i> , Jazz Club of Sarasota, Sarasota, FL*** Editor/writer of 12-16 page, two-color, bimonthly member newsletter	1996-2003
<i>The Tartan</i> , The Founders Club, Sarasota, FL Editor/writer of 8-page, 4-color marketing newsletter	2005- 2007
<i>The Time for Prosperity</i> , Prosperity Oaks, Palm Beach Gardens, FL Editor/writer of 4-page, 4-color marketing newsletter	Writer-Spring 1996
The Wellness Community, Sarasota, FL Editor/writer of 12-page, 2-color development newsletter	1999-2003

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\*\*\*Winner, 1998 Golden Image Award, Florida Public Relations Association (top PR award in Florida).