



HUMPHREY BOGART

"Casablanca"

Chick flick or male tale? We duke it out.



INGRID BERGMAN

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Datz often looks to pop culture for inspiration for its signs.

Tony Pullaro: Five social media tips from the Datz communications manager

BRIANNA KWASNIK
TBO Seen

"I will accept the apology," said Datz Communications and PR manager, Tony Pullaro. "As long as she loves America."

Pullaro, of course is referring to Ariana Grande's infamous "doughnut licking" scandal. The pop singer didn't know that she was being videotaped when she licked doughnuts on display in a California bakery and declared she hated America.

Pullaro took advantage of the viral story last month when Grande performed at Amalie Arena. Datz's sign read, "Our

doughnuts are lick free."

Many love Datz on a deeper level than Sunday brunch through the help of Facebook. Datz has a way with words, and a niche for tapping into customers' hidden layer of sassiness.

Just last week, Datz was named as the most reviewed Tampa Bay restaurant on Yelp.

Social media is a major form of advertising for all of Datz restaurants. Pullaro said they rely on it heavily, mainly because it's been so good to them.

We talked to Pullaro about how to better approach social media, whether it be as an individual or from a small business standpoint. Here are a few tips he shared:

◆ Get personal — Pullaro believes everyone deserves a response, regard-

less of what their comment was: positive or negative, thought out or a quick message to a tagged friend. He stresses the importance of developing a relationship with your customers, so they realize that the people responding to their comments are not robots.

"We're human, too. We want them to know that we think they're funny, too."

◆ Be accountable — Pullaro says honesty is key, especially when handling bad reviews.

"I would read over it. I would never ignore it. I would respond as soon as I can. I always try to investigate everything," he said. "If it's a bad experience, I look into the experience. I will text, email, show up, and try to figure out why it didn't go right, because we want to fix that."

◆ Go for Instagram — "Work on your photography, and put it up on Instagram, because people are going to see it," he said. "Hashtag the heck out of it. There's an algorithm to Instagram, but it's so much

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more organic. You never know what people are going to feed off of."

◆ Know your audience — Be kind and empathetic, and show a little humor. Not always, he cautions about the humor.

◆ Find the right networks — Test different social media platforms and find what works best for you. Although Datz explored Pinterest, they quickly found that it wasn't right for them. Pullaro said they are experimenting with the idea of Periscope for live events.

Casablanca

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as appealing as a glass of lukewarm milk.

◆ Rick's feelings are vitally important to the plot. Yes, there's some war stuff happening in the background, but the main question of "Casablanca" is what will happen with Rick's love life, because underneath that powerful, handsome, intriguing exterior, he's a man of deep emotion who gets teary-eyed thinking of his lost lady love. But aside from a few gorgeously lit close-ups, he keeps all that inside, where only his stable of faithful fellow dudes (bartender, piano player and maitre d') can see.

◆ Everyone's in love with him. From the bug-

eyed Ugarte (Peter Lorre) to the heart-stompingly beautiful Ilsa (Ingrid Bergman), most of the characters in "Casablanca" are smitten with Rick. Crooked Captain Renault (Claude Rains) even goes so far as to describe Rick Blaine to a newcomer as the sort of man he'd be in love with if he were a woman (wink, wink).

◆ Women fall to pieces, and it's up to Rick to save them. From the dewy-eyed newlywed who comes to him for advice to the tragically conflicted Ilsa, Rick is the guy with all the answers. That moment where Ilsa tells him she doesn't know what's right anymore so Rick will "have to think for both of us"? Pure male fantasy.

◆ He gets the girl, but doesn't have to live with

her. Ilsa apologizes for hurting Rick, assures him she always loved him best and begs to stay with him always — but Rick is too noble to be tied down. When he (SPOILER ALERT!) sends Ilsa off with snoozy old Victor, Rick is ostensibly serving the greater good. Maintaining his free agent status is a fringe benefit.

◆ This is, finally, Rick's arc — and his happy ending. Emotional wounds bandaged by Ilsa's abject devotion, a healed Rick is ready to move on. Nobody thinks about the long decades Ilsa will have to spend listening to Victor's speeches. The camera is locked on Rick as he strolls casually into the fog with his new wingman. Maybe they'll call the remake "How Rick Got His Groove Back."

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