



# PRomo



Anthony J. Fulginiti PRSSA | Rowan University | Glassboro, NJ | April 2021

## President's Piece

By Vanessa Livingstone, President

For seniors, our approaching graduation feels like a combination of endings and beginnings. As we finish our final undergraduate courses, we find ourselves wondering how an unconventional academic year can go by so fast.

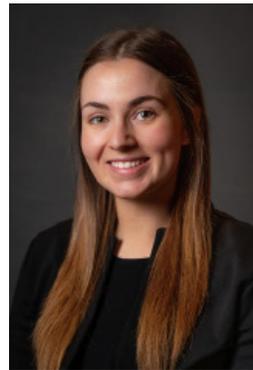
The entire student body's ability to adapt to an almost completely virtual workload was both inspiring and impressive. With the extra effort required to remain on task from our homes, we all deserve to celebrate the end of the 2020-2021 school year.

PRSSA spent the year adapting its events in ways that are safe for all members. Our Spring Gala is just one example of how PRSSA members used their creativity to conduct events safely. The two-part Spring Gala includes a virtual ceremony and drive-by award event to recognize award-winners for their hard work and dedication to academics during this difficult year. Although Spring Gala commemorates the end of undergraduate study for seniors, returning PRSSA members can look

forward to new beginnings in the fall semester. I am excited to see what next year's executive board will accomplish, and hope for a slow return to normalcy for the rest of their college careers.

To our graduating seniors, congratulations and good luck in all your future endeavors. It was an honor to work alongside students with such dedication to their field and I have no doubt that each of you have a promising career in public relations ahead. To next year's members, continue to create opportunities for yourself and other students despite what challenges arise.

Thank you all for allowing me to serve as PRSSA President during such a unique time in our chapter's history!♦



Vanessa Livingstone

## Editor's Note

By Liz Kratz, PRomo Editor

Welcome back to another new issue of PRomo! I hope each of you are surviving finals and are wrapping up the year in a neat little bow.

I am filled with bittersweet emotions as I present the last newsletter of the year, and the last newsletter under my editorship. Being PRomo Editor this year has been a dream come true, and I thank every supporter for making PRomo so great.

AJF-PRSSA hosted its annual Organ Donor Day event this month. Even though it was virtual, it was still a success! Be sure to check out Jenna's article on the following page.

As we look forward to graduation and the upcoming fall semester, this issue recognizes our seniors through their gratitudes and advice.

This issue also highlights our new E-Board, one that will lead this chapter to new heights. I am very excited to see the continuing successes of everyone within this chapter.

I hope you enjoy this issue! If you are interested in writing for PRomo, feel free to contact me at [kratze3@students.rowan.edu](mailto:kratze3@students.rowan.edu). ♦

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# Organ Donor Day: A New Format, with the Same Life Changing Mission

*By Jenna Fischer, Communications Director & Organ Donor Day Chair*

This event became an annual tradition after our chapter's founder, Anthony J. Fulginti was in need of a kidney transplant. Since then, Rowan and PRSSA chapters nationwide have hosted this event to encourage others to become registered donors.

When taking on the role of Organ Donor Day chair 2021, I knew I wanted to incorporate the virtual option from last year, with new "live components" to increase participation and awareness.

With the help of e-board and this year's practicum team, we all came together to create a new way to support Donate Life and ODD. This year's theme was "Clear Skies Save Lives", and used various tactics to educate the Rowan Community about organ donation.

The biggest change made in this year's event was that it went on for a longer time. Instead of

ODD being just one day, the virtual components allowed our chapter to have the event go on throughout the course of five days.

Over the course of five days, social media users had the chance to register to become a donor through instagram story links. Participants could also donate funds to Donate Life and attend our live meeting featuring Taylor Feldschnieder.

Taylor helped plan ODD while she was a student at Rowan. She then went on to work for Gift of Life, which is the organ procurement organization for our region.

Taylor was able to share insights about building relationships, raising awareness, and being hands on in the registration processes.

"I was excited to go to work everyday knowing that I was going to change lives," said



*Jenna Fischer*

Feldschnieder.

Her talk truly was education and opened up the hard conversation that so many are afraid to address when it comes to organ donation.

Throughout the week, several members both inside and outside of the Rowan Community donated and participated in the events. Several lives are now changed because of the generosity of so many.

I am proud to say that I was able to help save lives and I can see how this tradition continues at Rowan University in years to come. ♦

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## Mark Your Calendars! Here's Some Upcoming Events

Spring Gala Drive-By Celebration: Friday, May 7 at 11:00 a.m. - 12:30 p.m.

*Enjoy the Summer!*

## AJF-PRSSA E-Board 2021-2022

President.....	Sarah McCabe
VP of Professional Development.....	Angie Murillo
VP of Special Events/Philanthropy.....	Rachel Rumsby
Firm President.....	John Zakkak
Firm Vice President.....	Erica Gerold
Secretary.....	Giselle McGlynn
Communication Director.....	Kate Dickenson
PRomo Editor & SGA Representative.....	Emily Kowalenko
Recruitment Chair.....	Emily Preziose
Dance Away Cystic Fibrosis Chair.....	Lizzie Nealis
Community Service Chair.....	Megan Carey



## Upcoming President-Elect Piece

By Sarah McCabe, President-Elect

Hello everyone! My name is Sarah McCabe, and I am so excited to serve as the upcoming AJF-PRSSA President for the 2021-2022 academic year!

What an honor is it to represent this prestigious organization and work alongside such a dedicated team of my peers.

For a bit about myself, I'm a Public Relations major with a minor in Strategic Communications. I have held internships with Jaws Youth Playbook, the Alicia Rose Victorious Foundation, and REV Creative Group, along with working in the Dean's Office for our college, Edelman CCCA!

I have been a part of AJF-PRSSA, whether serving on our E-Board or simply attending

meetings, for the past two years. Joining this program has provided me with networking, leadership opportunities, and real-world PR experience outside of my education.

My primary goals for the upcoming year are to build member engagement and set a basis and structure for the next generation of AJF-PRSSA leaders, whether future semesters are virtual or in-person.

This academic year has brought changes and challenges, yet it still presented new forms of professional growth for students.

Next year, I look forward to implementing both virtual and in-person options to reach our full student and professional



Sarah McCabe

audience.

This upcoming year is filled with both excitement and optimism. With the International Conference predicted for Orlando this October, I'm looking forward to networking with PRSSA leaders from across the world and expanding my knowledge in public relations.

Here at Rowan, I'm thrilled to be guiding our team of student leaders through the academic year! See you in the fall! ♦

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# Senior Features: Words of Advice and Gratitudes

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*By Marian Suganob, Treasurer*

**I**wish I had joined PRSSA sooner! I learned so much about networking and I also had so much fun taking classes with my fellow PRSSA members.

It's never too late to join PRSSA, but I highly recommend joining as soon as you can! ♦

*By Jenna Fischer,  
Communications Director &  
Organ Donor Day Chair*

**W**hen I entered AJF-PRSSA as a Rowan Transfer two years ago, I told myself I was going to accept every opportunity that came my way. By taking opportunities I was able to work with a team, improve my creative skills, and take on various leadership roles.

I can confidently say that I am going into the workforce prepared because of the opportunities that PRSSA gave me and I will forever be grateful. ♦



*By Liz Kratz, PRomo Editor*

**F**or the short time I have been a part of AJF-PRSSA, I experienced such amazing opportunities that I would not have gotten anywhere else.

I will take every single piece of knowledge I have gained within this organization and feel much more prepared to enter into the field as a public relations professional.

I am so incredibly thankful for the time I have spent within PRSSA and will treasure those moments for the rest of my life. ♦



*By Grace Coulthurst, VP of  
Philanthropy & Special Events*

**J**oining PRSSA is one of the best decisions I've made in college. PRSSA provided me with networking opportunities, professional development and award opportunities. I am so thankful for the leadership positions and connections I've made through the organization. ♦



*By Lindsey Dowling,  
Community Service Chair*

**P**RSSA has provided me with many opportunities such as networking and workshops that have enhanced my skills as a public relations practitioner.

I am so grateful to have been a part of an amazing organization! ♦

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***Congratulations  
to all of our  
Graduating  
Seniors!***

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# Senior Feature: My PRSSA/PRAction Story

By Camryn Hadley, Firm President

I attended my first PRSSA meeting freshman year and felt so alone. I was the only freshman and knew no one.

Then, Colleen Scott '18 approached me and encouraged me. I didn't

know it but this would change the way I felt about PR, Rowan and PRSSA.

She gave me the confidence to apply for Rowan's social media team and do more in the chapter.

My sophomore year, I joined PRAction on the Blastoff team. I had so much fun actually applying what I learned in the

classroom for a real client.

My junior year, I joined the executive board as the Communication Director. I was able to run social media, websites and attend National

Conference. By joining the board I gained so many relationships with people I wouldn't have had the chance to meet.

Then my senior year, I served as PRAction President

and did the fundraising for PRSSA. I learned so much about agency life, strategic communication and the value of a dollar.

***“This chapter has given me so much and I can't wait to see what it does for future students.”***



Camryn Hadley

Over the past four years, PRSSA and PRAction has shaped me into the PR professional I am today. With the constant support from past board members, advisors and professors I was able to accomplish so much and earn major awards too.

This chapter has given me so much and I can't wait to see what it does for future students.♦

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## Instagram

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AJF PRSSA Rowan

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# Senior Feature: My PRSSA Story

By David Halbert, Vice President of Professional Development

To think my time in the AJF-PRSSA chapter is coming to close is a tough pill to swallow. As I joined as a naive sophomore, still looking to expand my horizons, network, and get a deeper look into what public relations really was, I took the step.

Going to every general meeting and meeting a whole new group of friends. I continued to grow, taking part in the event planning committee, and focusing in on the general

meetings, I finally felt like I was somewhere I wanted to be.

As the year went on, I was nominated for the Vice President of Professional Development and I was so grateful.

As this year was a whole lot different than the beginning of

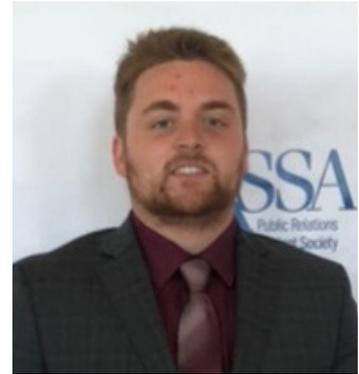
last year, I took a lot from holding this position. I learned how to monitor and lead our general meeting while building my

network and professionalism becoming a part of a not just an organization but a three year experience.

The memories built will forever be cherished, especially the experience of attending the national conference.

I personally was dealt a great experience even with the unfortunate circumstances of the last year.

To give some advice to



David Halbert

***“Joining PRSSA was one of the best decisions of my life...”***

students looking to get more involved; I would say take the chance. Go to the general meetings next year, stay informed on what’s going on, follow on Instagram, and network with all the members.

You only have one college experience, make the most of it.

Joining PRSSA was one of the best decisions of my life and I know for anybody that joins, it will be a great decision for him/her too.

As my time continues to close, I hope to stay in touch and informed with chapter over the next few years. ♦

## About PRomo

PRomo is a monthly newsletter publication for the Anthony J. Fulginiti Chapter of the Public Relations Student Society of America.

## Editors

Liz Kratz & Dr. FitzGerald

## Featured Writers

Vanessa Livingstone, Jenna Fischer, Sarah McCabe, Marian Suganob, Grace Coulthurst, Lindsey Dowling, Liz Kratz, Camryn Hadley, David Halbert

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## Interested in Writing for PRomo?

Contact Liz Kratz at [kratze3@students.rowan.edu](mailto:kratze3@students.rowan.edu) to learn more on how you can contribute!