

The Anthony J. Fulginiti
PRSSA chapter presents

PRomo

April 2023: Issue 6



PRSSA's E-Board at a general meeting

Happy April Everyone!

For the final PRomo of the semester I decided to go out with a bang and focus on two separate themes. For the first theme, I wanted to give our graduating seniors a chance to reflect on their college experiences and the lessons they learned while taking PR classes at Rowan. The articles vary from one talking about confidence, to another focusing on investing in yourself through education and another on the importance of building relationships. I was so inspired to even write an article of my own! For future pr students, these seniors had amazing things to share, and you should definitely take the time to read them.

My second theme focuses on three of our students' experiences at a recent leadership conference which took place in Scottsdale, Arizona. The students heard from speakers who spoke on a variety of different topics, but focused on leadership and the students' future capabilities as leaders. The speakers offered advice on how to be a successful leader and gave tips for how

students could improve their leadership styles. As future practitioners, knowing how to lead is a great skill to master and these articles are a start to working on your leadership abilities.

As this is my last PRomo, I would like to say thank you to everyone who supported me throughout the semester. Thank you to Erica for giving me the chance to lead and show my creative abilities in a fun and educational way. Thank you to Dr. FitzGerald and Professor Reign-Garron for working with me to produce good work that I can add to my portfolio. Finally, I would like to give a special thank you to every student, alumnus and professor who wrote for me. Without you, the PRomo would not exist! I wish the best of luck to the future editor as I leave with nothing but positive memories from my time as the 2022-2023 PRomo Editor.

Sincerely,

Madison Laganella

President's Piece



By Erica Gerold, AJF-PRSSA President

For one last time...

Hello, Profs! Whether you are going into your sophomore year to start your basic PR courses or about to graduate from the College of Communication & Creative Arts – congratulations! You have made it through another semester. It has been my absolute pleasure to lead our chapter through the school year's planning, meetings and special events. Without the help of my hardworking executive board, caring faculty advisors, and the support of the general members of our organization, these pre-professional experiences would not exist. From the bottom of my heart, thank you all for the long-lasting memories created in the Department of Public Relations & Advertising.

My time at Rowan has been entirely shaped by leadership opportunities in our student society. I think back to the tail-end of my freshman year, we were packing up our childhood bedrooms, unsure of when we would return. I began taking the fundamental PR courses at Rowan but through a Zoom screen. I did the best I could under these circumstances but a sense of drive found me through Professor Schoenstein's encouragement to join PRaction (now ProfAgency). I went to my first meeting for the firm greeted by Rowan Alumni Cam Hadley and Sarah

McCabe. An unsaid promise from them to feel a sense of community in our field filled the meeting. I had a newfound sense of duty to learn as much as I could and carry on with the opportunities offered to me. I dove head first into PRaction, quickly moving through the ranks as the firm's VP, then the President of AJF-PRSSA. I got involved with PR on this campus in every way possible because I wanted students to have a home for community in their major just like the welcoming environment I met my sophomore year. Cultivating a community for my fellow students is the most important thing I have learned to do as a PR student. My service is the legacy I can leave behind at Rowan University for aspiring PR practitioners to come. I strive to be a leader who knows both your wants and needs, who knows what you like to do outside e-board meetings as well as what support you need to succeed in your academic role. On the road to come as a PR professional, I hope we can dedicate the time to help each other succeed. It is impossible to exist in the people's business alone.

Thank you for everything,
Erica Gerold

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Senior Reflections with Public Relations Major, Natalie DePersia



By: Natalie DePersia

Throughout my time at Rowan University, I have learned endless lessons that have prepared me for my future as I enter the public relations industry. From hard skills to soft skills to tips on navigating certain situations in the field, Rowan has equipped me with the skills to be successful after my undergraduate academic career.

While delving into specifics, Rowan has truly allowed me to immerse myself in a curriculum that forces me to exceed the barriers of my comfort zone. I vividly remember the terror of public speaking in high school. A few years later, in my sophomore year of college, I had to take a public speaking class as a requirement for my major. We dedicated the entire semester to preparing for and presenting speeches. Through this tedious practice, guidance from my professor, and constructive criticism, I have learned to ease my nerves during presentations and become quite confident in my delivery.

In the fall semester of my senior year, a true moment of reflection was when we were preparing for our end-of-the-year speaking panel event called the Case Studies Socratic Dialogue. For this event, members of our class were separated into four groups, each with different responsibilities; the presenter group, the research group, the site team, and the publicity team. Everyone in the class

had the option to choose what group they would be in before planning for the event began. At this moment, I chose to be in the presenter group with the key role of servings as a speaking panelist on the day of the event. In this role, I was one of the two student panelist speakers and talked about modern monarchy with one classmate and six professionals in the field. This moment sticks out to me because years ago, I would have never believed that I would voluntarily choose to be a speaker on a live-streamed panel discussion. In addition, this moment allowed me to reflect on how much I have grown as a student with the guidance of Rowan University and my professors.

My most important lesson learned is investing in yourself and your education. I realize college is a time to meet new people and experience self-growth; however, the most important thing you can do for yourself is to discover your passions by investing in your education. You can learn much about yourself, your interests, passions, weaknesses, and strengths by being in tune with yourself throughout your studies. Additionally, networking and cultivating relationships with your professors and classmates is crucial to gain the most from your academic experience. It seems simple; however, having all your professors know you on a first-name basis is essential. When your professors know who you are, you are setting yourself apart from your classmates and allowing them to put a name to a face. By raising my hand, asking questions, and attending office hours, I have cultivated relationships with many professors, allowing me to grow and expand my professional network.

I have accepted a full-time position as a Public Relations Coordinator for Segel Associates Public Relations and Crisis Communications Firm in Haddonfield, NJ, post-graduation this spring. I will work here for around a year before pursuing my real dream; fashion. In the upcoming fall, I will apply to a fashion school in London to study a rigorous fashion promotion and merchandising program. If accepted, I will relocate to London, UK, for two years, where I will begin the program in the Fall of 2024.

Embracing Imperfection: A Guide to Self-Patience



By: Michael Huelster

Coming into college I had no idea what I wanted to study. While all my friends were declaring their majors I felt a sense of fear arising as I knew this decision would change my life forever.

In my freshman year, I took the route of declaring to go undecided because I didn't feel like rushing into a field I didn't see myself passionate about. I was young and I felt like time was slipping right out of my hands. I began to lose confidence in myself, and questioned why I was in college. In my first year in college, I pictured myself to be this academic weapon who spent four hours a day in the library, three hours in the gym, and two hours reading books on how to be rich in 30 days. This year set me back and turned out to be quite the opposite of what I imagined my first year in college to be like. I was truly lost.

During sophomore year the pressure was rising as I felt the need to declare a major. I knew I couldn't spend another year wondering, what good is all this education if I can't use it to my advantage? What good is all this money being spent if I won't be able to pay it back? I decided to go into the education field, one day hoping to teach on the high school level. In my senior year of high school, I was gifted to have an enthusiastic English teacher who put her students before herself. Ms. Hanna taught me the impact teachers have on

students and how fast they can change their lives. After about a semester into studying education, I took a step back and realized I rushed this decision and it was not what I wanted to be doing the rest of my life. This is when my life changed.

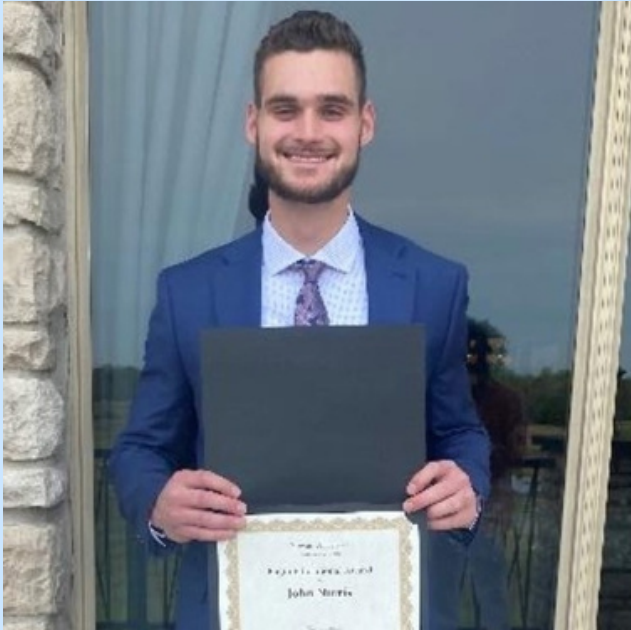
Junior year I began to lose hope. I was running out of time and needed to take control of my life. I had a meeting set up with Ms. Brucker, a well-recognized advisor at Rowan University. I told Ms. Brucker, I knew I wanted to be around people and see them smile. I told her I wanted to build meaningful relationships and learn about the world. I told her I couldn't do math to save my life. And I told her this was my last chance to decide my future. Mr. Brucker listened and asked questions regarding my passions and who I believed I am as a person. After our conversation, Ms. Brucker told me I would be the perfect person for advertising and public relations. I wasn't sure what public relations was but I knew I always had an eye for business advertisements. I decided to put my foot in the door and hope for the best.

I began my dual major in PR and advertising and instantly fell in love with it. My professors helped me tremendously learn the material in a simplified way. I began writing newsletters and getting to understand the different types of media in advertising.

Senior year, I finally have my feet grounded. I am now in the 4+1 program where I anticipate receiving my master's degree in strategic communication in only one year. Two years ago I thought I wanted to be a teacher and now I know I want to work in advertising.

As far as my post-graduate plans, I don't have any. I learned to take life day by day and know I'll be okay. I am in the process of applying for jobs and enjoying the last few weeks I have as an undergrad. Like Ferris Bueller said, "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it".

It's About Who You Know and How You Know Them



By: John Norris

Over the course of my involvement in Rowan's PR program, I've learned multiple life skills applicable to my relationships and my future career. The most important thing I've learned is it's not always what you know, it's who you know, and how you know them. Relationships can take you a long way in life, and my experience in Rowan's PR courses and PRSSA has proven this to me time and time again.

After switching majors twice before the end of my sophomore year, I found myself at a crossroads. I did not know what to do with my life, or if I should continue down the college path. After many long, stressful nights, my mom and I looked into PR. I've always been a people person from my years as a server at Stewart's Rootbeer, and I thrive at fostering and maintaining relationships. In addition, I'm a strong writer, presenter and reader. PR was perfect for me.

I graduated from Burlington Township High School in 2019. Throughout my time there, I played wide receiver and tight end for the football team. My offensive coordinator was Coach Moke. I always loved Coach Moke. He not only taught me how to be an exceptional football player but an even better man. Our conversations on the field and off still influence me to this day. He is honestly one of the greatest men I've ever met.

When I switched to PR, I realized how small the world

really is. I discovered Dr. Basso, one of the most revered and respected members of Rowan, serves as Chair for Rowan's PR program. This is significant because Dr. Basso and Coach Moke are brother-in-laws.

I was still on the fence about my future when I entered the PR program, but conversations with Dr. Basso confirmed I had made the right choice. His guidance and connections helped me earn the opportunity to intern for JFK Communications, where I gained valuable experience doing real-world healthcare PR. In addition, his tutelage and instruction in the classroom helped refine my skills and make me a better student, employee and man.

As community service chair for PRSSA, it was my responsibility to deliver the food items we collected for our Thanksgiving service project. A problem arose the day I was supposed to drop the food off, however. All the food was in the conference room where we meet for E-Board meetings, and the door was locked. I had no idea how to get into the room, so I called Dr. Basso. Within 20 minutes, Rowan security came and opened the door for me so I could drop the food off at the Student's Center. Again, it's not what you know, it's who you know, and how you know them.

PR is all about relationships, creating them, maintaining them and utilizing them to achieve the best possible outcome. My experience in PR classes continues to hammer this point home for me. From assisting Alice Paul in my PR Planning Class, to writing mock ad campaigns for TopGolf and Stewart's in copywriting, I've consistently had to recall old relationships and experiences to produce the best possible content.

Over the course of the next year, I plan on interning at Burlington Township High School under the school's PR representative in the summer, searching for an internship or job involving sports PR and finishing my master's degree in strategic communication from Rowan by spring 2024. No matter what happens in the future, I know the relationships I've established at Rowan and throughout my life will continue to have a major impact. I'm thankful for the opportunity Rowan has provided me to meet influential people who are major parts of my life, and I hope to continue to foster impactful relationships throughout the rest of my time here.

Grades Are Not Everything



By: Madison Laganella

Growing up, I was always an overachiever. Getting anything below an A was unacceptable. If I did not make the principal's list I was upset and if I did not win an election, I was devastated. My strict focus on excelling helped me in high school. I graduated in the top 10 of my class and utilized the NJ STARS scholarship to pay for my tuition for my first two years at community college.

Starting college, I was very similar. Any grade that drifted below a 92 stressed me out. An 85 would be a complete disaster. I remember emailing professors begging for extra credit when I had an A instead of an A+. Just like high school though, that focus and hustle allowed me to enter Rowan my junior year with a 4.0. Junior year was more of the same, I did well in class, studied, remained focused and kept my 4.0.

Senior year was when it all changed. For the first time in my life, I struggled academically. To make matters worse, I struggled personally making it even harder to focus in class. Attaining good grades gave me a sense of control in struggling times. I felt like I lost my sense of accomplishment and my sense of self-worth. Leaving the fall semester, my perfect 4.0 I so hardly worked for was gone and it crushed me. Starting the spring semester, I hoped I could pull myself together and finish strong, but it was more of the same. Near the middle of the

semester, I found out I needed surgery putting a damper on my already difficult semester.

Finishing out the year, I have no idea where I stand, but I do have one of the worst grades I have ever had in a class. However, struggling with grades has taught me how much unnecessary value I put into them. My grades do not reflect the personal, emotional and medical struggles facing me and they do not define my worth as a student and as a person. This year, I learned so much about my strength as an individual and how much I can handle. I would give up every A+ I have ever received to save all the lessons I gained in my senior year alone. College prepares you with information and grades you based on your knowledge and execution of that knowledge, but it also provides students a chance to build their confidence and self-worth as a professional in their field.

With graduation looming, I prepare to start grad school at Rowan in the fall. With my no longer perfect GPA, a younger Madison would feel unprepared and unworthy of pursuing a more advanced degree, but I know better now. I am more mature and wiser and am ready to crush graduate school. I will not let one bad presentation, test or project shake my confidence and allow me to psych myself out. I know my worth does not lie in my grades, but in the lessons I have taken away since starting school. Knowing what I know now, I am ready to focus and make next year my best year yet.

"PR means telling the truth and working ethically - even when all the media want is headlines and all the public wants is scapegoats. Public relations fails when there is no integrity."

Viv Segal of Sefin Marketing

From A Quiet Transfer Student to a Confident PR Practitioner



By: Ciara Mondel

As a student who transferred from community college to a university, some might say I have a disadvantage when compared to my peers. But I think of it as one of the greatest decisions I have made in my life so far.

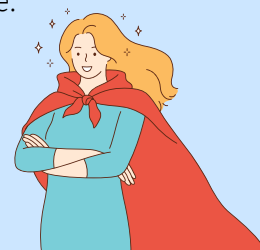
Experiencing my first two years of college while living at home gave me the ability to determine what I wanted to do with my life before committing to a four-year school. After completing electives at community college, I knew exactly how and where I wanted to obtain a bachelor's degree.

Before going to the Rowan College of Communication, I felt intimidated assuming the students in my classes would know each other and already know the program. I knew it could take time to adjust, but I had my mind set. To my surprise, I met many other incredible students who were in the same situation. The Rowan professors and department of Public Relations welcomed me eagerly and were ready to show me the incredible.

The professors in the public relations department never cease to impress me. Each class, contributing professional experiences and initiating extraordinary discussions, I have glanced into a career in public relations, a career I picture for myself. Their passion for public relations is remarkable and I am extremely grateful to have had the opportunities to be a Rowan PR student.

Professor Pollock taught my first class at Rowan. I am now finishing my college days as a student in her class again, feeling lucky to have met such a special individual. She has been an integral part of my education at Rowan University. From my first day in Intro to PR, through my final days in Impact of PR on the News, Professor Pollock never failed to relay the most important and useful “real-world” knowledge. After two weeks in her class, she introduced me to another transfer student who was in the same position as me, and that person will forever be one of my best friends. Professor Pollock was always silently pushing me to improve as a student and an individual. My portfolio is overflowing with public relations materials from her classes, boosting my confidence to obtain a job right out of school. I have her to thank for understanding the quiet transfer student I was and believing in my ability to become the PR professional I aspire to be in my future. Through all my experiences at Rowan University, I have gained the courage to follow my dream of becoming a PR professional.

Even though I grew up in NJ and don't know much outside of the tri-state area, I always knew I wanted to pursue my career elsewhere, specifically in the southern half of the country. As a student of Rowan University and Edelman CCCA, I have gained the courage to go outside of my comfort zone and chase the future I envision. As I approach one month from my moving date, I feel courageous and prepared to take on a career in public relations in Florida. I have to thank the Edelman College of Communication and Creative Arts for providing me with the experiences I have had over the past two years and for setting me up to be nothing but successful in this next chapter of my life.



And Now, For Our Leadership Conference Articles...



Our PRSSA members Romelo, Courtney and Max looking fancy at the conference



Max and Romelo posing with students they met while networking



Max and Romelo with another group of students they met in Arizona

The E.R.A.S Tour: Leadership Skills for Success



By: Courtney Tominus, PRSSA President-Elect

Last weekend I had the privilege to represent Rowan University's AJF-PRSSA chapter at the 2023 PRSSA Leadership Assembly in Scottsdale, Arizona. This conference gave me the opportunity to connect with public relations professionals and students from PRSSA chapters all over the country. As a current member of our executive board and incoming chapter president, I am always looking for advice that I can use to strengthen my leadership skills and understand how to properly represent a team. One professional that I had the pleasure to hear from this past weekend was Rosanna M. Fiske, APR.

Rosanna M. Fiske, APR is a renowned public relations professional who has held several-high profile positions, including serving as the Chair and CEO of the Public Relations Society of America based in New York, and has led many teams throughout her career to win six Silver Anvil awards. She closely related her presentation to Taylor Swift's Tour, the Eras Tour, which focused on the four key qualities that make a successful leader: empathy, recognition, adaptability and strategic thinking.

The first quality that Fiske emphasized was empathy. She provided valuable insights on how being a compassionate and transparent leader is critical to connect and build trust within a team. The second quality that she mentioned was recognition. She stressed the importance of recognizing and acknowledging the contributions of others, because without the efforts of a team, there would be no leader. When speaking of her own personal experiences of winning various awards and honors, she explained that she would not have been able to succeed without the hard work of her teams. Next, she discussed adaptability, and what it means to be open to change and hear diverse viewpoints within a group. Being both self-aware and adaptable gives leaders the ability to open up to their teams and learn the needs of the group. The final point that Fiske highlighted was strategic thinking. Strategic thinking is essential for effective leadership, as it enables leaders to make informed decisions that drive growth and challenge perspectives to lead the team to success.

" Being both self-aware and adaptable gives leaders the ability to open up to their teams and learn the needs of the group."

The overall premise of Fiske's presentation highlighted that leaders cannot be successful without the support of their team. An exemplary leader is caring, open to change, self-aware, and recognizes the successes of their teams. As I take on the role of chapter president, I will constantly be looking to these characteristics to ensure that I am acting in the best interest of our executive board and members. It was an honor to meet some of the most intelligent and profound leaders in the field of public relations, and I plan to take this knowledge that I learned and apply it not only to my incoming role as president, but also in my everyday life.

What does Leadership Mean?



By: Romelo Handy

Leading means you never stop learning while providing guidance for those around you, providing mentorship to those who have a spark in them, but benefit from having another person guiding them. Leaders who utilize their platform to provide for others are preparing the future generation for success.

Leading others isn't just about giving out polite orders, though. It also comes down to providing others with a sense of belonging. You work to elevate people through your own leadership, besides just giving them a task. Authentic leadership feels mutual with those receiving the message from you.

Authentic leadership is a leadership style that emphasizes the genuineness, transparency, and ethical behavior of leaders. Authentic leaders are self-aware, genuine, and lead with their values, which inspires trust and respect from their followers. Authentic leadership has gained significant attention in recent years as a response to scandals and unethical behavior in leadership positions in various organizations. These leaders in the industry inspire trust and respect from their followers by leading with their values and creating an environment of trust and

mutual respect. Real and genuine leadership is crucial in today's organizations as it promotes ethical behavior and prevents scandals and unethical behavior.

Compete with the competition—not your colleagues (2023, Ray Day, APR)

When you are in the industry of strategic communication, your team is just as important as the account. Providing the best service to the client is done when the team works as one and is a complete collaborative unit. There is no room for competition among your team members when you are all working toward the same goal.

This doesn't just apply to working together either. Support those in your professional career as well. During a panel discussion, Kevin Saghy spoke about this exact idea. Not only did someone close speak on his behalf to help him chase his dream career, he made the call that helped him through.

Those around him did not have to do this, but they chose too. Authentic leadership comes from providing someone with better opportunities they want for themselves. Of course, these leaders aren't directly benefiting, but that is true altruism in the end. Sure, he wouldn't have to replace Saghy if he didn't make a call except he was a true mentor and gave him an opportunity for something more.

Promote a stronger future generation

What I have learned from these keynote speakers is that in order to lead and mentor for the future, you have to provide for those who don't have a platform, giving back to those who could use the help.



April 20-23 | Scottsdale, Arizona

Leadership Assembly logo

How A Trip to Arizona Changed My Outlook on PR



By: Max Mendez

The PRSSA (Public Relations Student Society of America) is a national organization that provides students interested in public relations and communications with the necessary skills, resources, and network to succeed in their careers. Every year, the PRSSA holds a Leadership Assembly, bringing together leaders from across the country to learn from industry experts, participate in workshops, and connect with fellow students.

One such assembly was held in Scottsdale, Arizona, and it was a truly unforgettable experience for all who attended. Over the course of several days, attendees were immersed in a dynamic program that was both informative and inspiring.

The assembly began with a keynote address at the opening reception from Linda Thomas Brooks, who shared insights into the latest trends and best practices in public relations. This set the tone for the rest of the assembly, which was focused on developing leadership skills, building relationships, and gaining practical experience.

One of the highlights of the assembly was the opportunity for attendees to participate in interactive

workshops led by PR professionals. These sessions covered a range of topics, from crisis communication and media relations to social media strategy and mentorship. Participants learned valuable skills that they could take back to their own PRSSA chapters and use to make a positive impact in their communities.

Another important aspect of the assembly was the chance for attendees to network with other PRSSA members from across the country. Through structured networking events and informal social activities, students were able to build relationships that could help them in their future careers.

In addition to the educational and networking opportunities, the assembly also included a number of fun activities that allowed attendees to explore Scottsdale and bond with their peers. These included a welcome reception, a tour of local attractions, and a closing dinner and awards ceremony.

Overall, the PRSSA Leadership Assembly in Scottsdale, Arizona was an incredibly valuable experience for all who attended. Participants were able to learn from industry experts, gain practical experience, build relationships, and have fun. The assembly served as a reminder of the importance of continuous learning, networking, and community involvement in the field of public relations.

Editors:

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Dr. Suzanne FitzGerald

Professor Nancy Reighn-Garron
