

The Anthony J. Fulginiti
PRSSA chapter presents

PRomo

September 2022: Issue 1



Hello Everyone!

My name is Madison Laganella, and I am a senior majoring Public Relations here at Rowan University. In addition to that, I am in the 4+1 program pursuing my Master's degree in Strategic Communication. This is my first year with PRSSA after having transferred from community college my junior year, and I am looking forward to being this year's PRomo Editor. Like many transfer students, new students or any in between, I was overwhelmed by all the different clubs, events and activities that Rowan has to offer. That is

why I wanted our first PRomo to focus on introducing PRSSA and PRaction, what we offer, and the new advisors that we will be working with this school year.

As you read through this newsletter feel free to reach out to students and faculty involved with PRSSA and PRaction. There are plenty of opportunities for students to network, learn crucial skills for job preparation, and make an impact on the club and the community surrounding it.

Looking for a way to get involved in PRSSA? Reach out to the editor Madison Laganella (Lagane46@students.rowan.edu) to write for an upcoming PRomo.

Intro to PRSSA



By Erica Gerold,
AJF-PRSSA President

Welcome back to the Rowan University Department of Public Relations & Advertising! My name is Erica Gerold and I am the President of the Anthony J. Fulginiti chapter of the Public Relations Student Society of America (AJF-PRSSA). I anticipate professional growth for all involved and look forward to spending this time with our organization.

Coming up on Oct. 12 is speaker Mindie Barnett from MB and Associates Public Relations; and the Office of Career Advancement on Oct. 26. Looking to gain public relations knowledge, leadership experience, and networking

opportunities? Join us every other Wednesday at 5:00 p.m. in Victoria 260, room 200. Opposite weeks hold PRaction meetings, our student-run PR firm on campus. If you cannot make it to either meeting, contact PRomo Editor Madison Laganella (lagene46@students.rowan.edu) to write for our newsletter. I await the pleasure of involving you in PRSSA.

PRSSA
Public Relations
Student Society
of America



PRSSA Advisor

By: Dr. Alison Novak

As we get started this semester, I'm so glad you are considering joining PRSSA! This is a wonderful student organization that can help build skills in PR, network with professionals, and be part of a community of future practitioners.

As the co-advisor of PRSSA, I'm here to help our students in any way! PRSSA meant a lot to me as an undergraduate student at Marist College and I believe that it can be the same for you. From attending national conference, to planning special events, to touring agencies in the area, PRSSA can help you develop into a thriving professional.

Outside of PRSSA, I teach our Public Opinion and Graduate Strategic Communication courses. I'm an avid runner and take weekly pottery classes. I've had a busy past year: welcoming a daughter in March.

If you need any assistance over the next year, please reach out to one of our amazing student leaders or faculty advisors!



Future PRSSA president
Gloria Richter

Editors:

Madison Laganella
Dr. Suzanne FitzGerald
Professor
Nancy Reign-Garron

PRSSA Advisor

By: Dr. Suzanne FitzGerald



Suzanne FitzGerald, APR, Fellow PRSA, former chair and current professor at Rowan University. She offers an unusual educator/practitioner perspective with a doctorate from Temple and the Fellow credential awarded to fewer than 2 percent of PR practitioners. She has served as PRSSA advisor for 29 years and also as graduate program director. She has served as Accreditation Chair for the Philadelphia PRSA Chapter and on the board of PRSA Educator's Academy. Her experience includes workshops in business writing and presentation skills, and a decade in the data processing, health care, and agency arenas. Fitzgerald has published several books with McGraw-Hill as well as in scholarly journals.

Important Dates

10/12: PRSSA meeting with Mindie Barnett from MB and Associates Public Relations

10/19: PRaction Meeting

10/26: PRSSA meeting with the Office of Career Advancement

10/26: Bake Sale

10/30: Buffalo Wild Wings fundraiser

10/31: Last day to pay dues

11/2: Walk Away Cystic Fibrosis

Intro to PRaction

By: Alexia Reigada,
PRaction President

PRaction is Rowan's student Public Relations firm. In PRaction, students are given the opportunity to work with local companies and nonprofits to establish PR plans. From creating flyers, to helping improve their social media efforts, PRaction allows students to enhance a wide range of skills. What makes PRaction a club worth pursuing is that students work in a hands-on environment. PRaction gives students the confidence to communicate effectively with professionals through zoom meetings, emails, and more.

No matter your major or future career goal, PRaction pushes all students to become experts of communication. Students benefit from joining PRaction because they can improve on PR and writing skills, collaborate with other students who share similar passions, and can be as flexible and creative as possible when helping real-life organizations and companies.



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PRaction Advisor

By: Asadeh Nia-Schoenstein, M.S.,
APR (aka Professor Schoenstein)



Professor Nia-Schoenstein has more than 36 years of experience in international, corporate, and agency public relations. She has worked in many European and Middle Eastern countries. Professor Schoenstein's scholarship focuses on international public relations and advertising and cross-cultural communication.

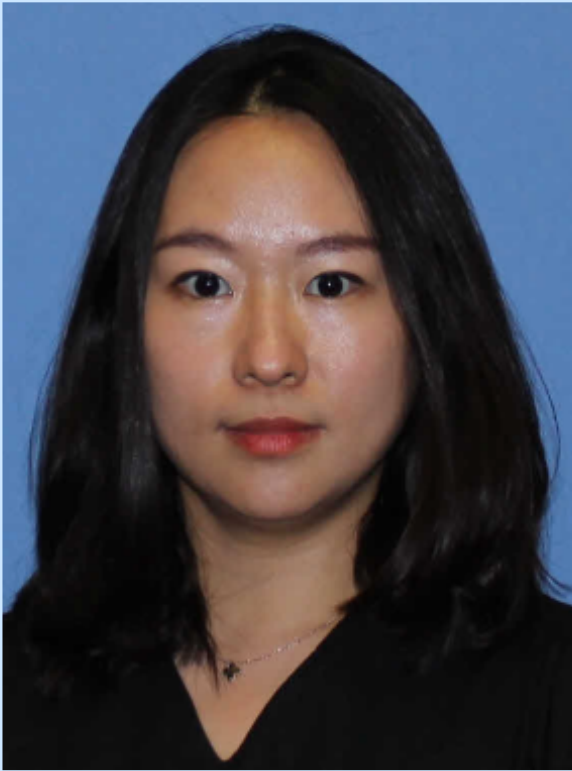
In 2004, Professor Schoenstein became a faculty member of the Department of Public Relations and Advertising. She has worked with a wide variety of international companies and clients in different industries, among them publishing, high-tech, hospitality and tourism.

Professor Schoenstein is well traveled, multi-cultural, multi-lingual and fluent in German and Farsi.

Since 2006, she has also served as advisor to PRaction, Rowan University's student public relations agency. "PRaction is a valuable experience for our students. Here, they learn to work with real-world organizations and produce a wide variety of public relations and marketing communications materials for them, all of which help them build their portfolios," Schoenstein said. She adds: "I am so passionate about public relations and intercultural communication because these disciplines are shaping today's interconnected world more than ever. That is why serving a wide variety of clients and communicating strategic messages to audiences from different cultures and languages fascinates me. I always try to convey examples to my students and teach them how to advise clients and develop custom-tailored programs for them."

PRaction Advisor

By: Dr. Seoyeon Hong



Dr. Hong's main research interests are in social media and computer mediated persuasion in PR. Among 25 academic publications and 55 conference presentations, her research program mainly explores how the people makes judgments for user generated contents, how credibility perceptions toward organizational statements provided in social media pages are differentiated, how online comments influence attitudes and the effects of selfies in social media on user engagements.

As a Dean's research fellow, she is in charge of numerous projects promoting the research environment across the college and serves as the chair of research committee.

She used to work at Fortune 500 companies and with this professional background, she has taught various undergraduate and graduate classes at Rowan University including intro PR/ADV research, Intro to PR, PRwriting, media metrics and analysis and social media management and metrics. She has also been serving as an advisor for PRaction since 2018.

Contributors:

Erica Gerold

Dr. Alison Novak

Alexia Reigada

Professor

Asadeh Nia-Schoenstein

Dr. Seoyeon Hong
