



PRomo



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

President's Piece

By Vanessa Livingstone, President

For graduating seniors, spring semester is a time like no other. Preparing for the start of your career can be intimidating. We often find ourselves asking, "Am I ready to find a job? Did I do enough to stand out?" The answer is yes, you are ready. But, if you want to finish your college education on a professional high note, PRSSA has you covered.

Many of us know the importance of networking. However, it isn't too late if you're just getting started! Networking can open doors to unknown opportunities and give employers confidence in your abilities. We network with our classmates and professors every day, but we don't always get the opportunity to network with professionals in our field.

PRSSA offers a variety of networking and mentorship programs. AJF-PRSSA's annual

Speed Networking event connects Rowan students with professionals to meet and discuss their interests and potentially secure a

working position. When you become a dues-paying member, PRSSA also grants you access to the "Champions of PRSSA" list: a network of professionals across the country dedicated to supporting PRSSA students.

Networking is a skill that will benefit you throughout your entire career. In a field as competitive as public relations, it's important to take every possible step to stand out. Just think, if you aren't busy networking, someone else is! ♦



Vanessa Livingstone

Editor's Note

By Liz Kratz, PRomo Editor

With a new month comes a new edition of *PRomo*! I hope that everyone is staying afloat with assignments, midterms, and preparing for graduation.

As always, I am very excited for the March Issue of the AJF-PRSSA *PRomo* Newsletter. This month, *PRomo* is packed with advice, information, and testimonials surrounding the art of networking.

This month, PRSSA hosted a successful virtual speed networking event, connecting both professionals and students over Zoom. Be sure to read more about it on the next page.

PRaction teams are busy at work this semester, including Laura Warsewicz and her team members, which is detailed in this issue.

If you want to know how to expand your experiences and find opportunities, online or on campus, you can find out through the articles found in this month's issue.

I hope you enjoy this issue! If you are interested in writing for *PRomo*, feel free to contact me at kratz3@students.rowan.edu. ♦

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Expanding Networks and Making Connections, Minus the Handshake

By Sarah McCabe, Firm Vice President

As a student in the field of communication, building a network of connections with working professionals is essential to creating potential career and internship opportunities.

In today's virtual climate, crafting these connections can be difficult without in-person networking events for both undergraduate and graduate students alike.

This March, I had the pleasure of hosting AJF-PRSSA and PRaction's first-ever virtual Speed Networking event to connect students with leading professionals in the field of communication.

Usually an annual in-person event, Speed Networking expands the circle of connections for both students and professionals. All employers network with students for brief time intervals and then students rotate around the room to

expand their list of professional connections.

With the introduction of remote learning at Rowan University, we chose to transition this event to a virtual program this year, a feat that was not trivial in planning.

Speed Networking began at 5:00 p.m. on Zoom for all attendees on Wednesday, March

“...it was so rewarding to hear that students and professionals alike reaped the benefits of virtually networking.”

17. Our Zoom room welcomed more than 40 attendees, with 18 professionals and 20 student attendees alongside AJF-PRSSA and PRaction advisors.

We began with brief introductions from professionals, sharing their background in public relations and communications. Student attendees were then placed in each professional's individual Zoom Breakout Room to network for approximately eight-minute intervals.

Discussions revolved around career advice, interview tips,



Sarah McCabe

internship and entry-level career opportunities, and so much more.

What an absolute pleasure it was to organize and host the program for Speed Networking after a cancellation of the event last March due to the pandemic.

With the transition to an online event, it was so rewarding to hear that students and professionals alike reaped the benefits of virtually networking.

Creating connections can be challenging without in-person interaction, but our attendees embraced this virtual change with professionalism and optimism.

We thank all those who attended and participated for making this year's event such a success! ♦

Mark Your Calendars! Here's Some Upcoming Events

Next PRSSA Meeting: March 31, 2021 at 5 p.m.

Next PRaction Meeting: April 7, 2021 at 5 p.m.

Organ Donor Day: April 14, 2021



Congratulations Medallion Winners!

Anthony J. Fulginiti Award - Excellence in Public Relations

Vanessa Livingstone

Basso-FitzGerald Medallion - Excellence in Strategic Communications

Grace Coulthurst & Leonardo Rodriguez Carrion

Anne Sceia Klein Professional Advisor Award - Outstanding Professionalism

Camryn Hadley

Hal Vogel - Excellence in Advertising

Chase Campbell & Nicholas Kowaleski

Donald Bagin Graduate Public Relations Award

Courtney Colleti

PRaction Update: The Arc of Gloucester

By Laura Warsewicz, PRaction Member

This semester, our team has the pleasure of working for The Arc of Gloucester. The Arc is a nonprofit organization with a mission to continuously help the developmental disabilities community with education, life skills, and job training. The Arc also offers adult services, children services, and a family intervention program.

My primary task this semester is to create a monthly media content calendar to help plan and organize The Arc's social media accounts, while also designing posts for each day of the week.

Many of the posts we create help raise awareness for Developmental Disabilities Month (March), Autism Awareness Month (April),

and several days throughout the next few weeks that serve the community, such as World Down Syndrome Day (March 21).

Our team's assistant manager, Peter Yanefski, is working on a FACT sheet for the organization, which outlines the organization as a whole. Several of The Arc's programs, such as its new virtual programming, will be laid out in full detail on separate FACT sheets that he is also in the process of creating.

Team member Rachel Rumsby is consistently writing blogs for The Arc's website, all of which keep its followers informed on recent news involving the developmental disabilities community and the



Laura Warsewicz

organizations' upcoming plans and events.

In the coming weeks, our team will assist The Arc with promoting a lot of exciting news, including the reopening of its bakery, Sunshine Bakery and Cafe; the organization's upcoming golf tournament; its summer camp, Camp Sun & Fun; and event rentals available at Sunshine Inn, The Arc's event hall. ♦

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“PRSSA is the best place to learn about the field and fly your wings.”
-Camryn Hadley

Expanding Your Network and Your Experience on Campus

By *Camryn Hadley, Firm President*

I think it is safe to say that I am a busy person. On campus I have four jobs, three are public relations related. I knew freshman year that joining PRSSA and PRaction would be a no brainer in the early steps of my career.

I have learned so much about the field through these Wednesday meetings, but knew I had to expand my network and to diversify my experience.

I joined the Student University Programmers (SUP) my freshman year. This club plans most events that you see on campus, including Hollybash. I started on the marketing committee and helped plan events, promoted all SUP events and managed SUP's brand.

I later moved on to Director of Marketing and eventually Vice President. If you are thinking of

going into event planning, SUP will give you those tools.

It's no secret that I love social media. Rowan hires student workers to monitor its social media and create content. Doing this all four years has taught me how to manage a content calendar, deal with the public and think creatively to enhance Rowan's image on a digital platform.

Outside of internships, the best practice I have gotten in PR has to be serving as AVP of Public Relations for the Student Government Association (SGA).

In this role, I have created media lists, content calendars, pitched to media and managed the SGA brand. I have gotten to practice my own strategies and see them thrive.

Starting my own campaign within SGA, the association is



Camryn Hadley

now seen as more humane than in the past with students. I have gained real media coverage ranging from The Whit to Fox29 and USA Today.

Now, I wouldn't suggest doing all of this at once. Your experience is your own and should be tailored to your interests.

Joining PRSSA and PRaction has helped me navigate which areas of PR I want to enter. PRSSA is the best place to learn about the field and fly your wings. ♦

Finding an Internship in a Virtual World

By Jenna Fischer, Communications Director & Organ Donor Day Chair

We have been told our entire time as PR majors how important it is to have some sort of internship.

It was this time last year that I was sitting in my room in lockdown due to the pandemic. I remember constantly being on LinkedIn and Indeed looking for internships. I applied to more than I could remember.

Little did I know, by the end of May I would apply, be interviewed, accept a position, and start training all within two weeks.

I have been able to hold two internships and neither were found through LinkedIn or Indeed.

Instagram led me to my internship from last summer. I followed the company for quite some time and saw a social media post that it was looking for interns. I commented on the post saying I was very interested and going to apply. Then, I went directly to the website and immediately

applied.

Despite not the most professional way of reaching out, the way to find jobs is forever changing due to technology, so why not take advantage of it?

The way I found my second internship was also very unique. I knew I had an opening for a spring elective and the internship class was an option if I found one.

I noticed I was hearing more replies when I applied directly on a company website or through email.

I decided to simply search, “Marketing Agencies near me.” I went through a bunch of agency websites and wrote down the location, what they offered, what

I needed for each application. I applied to three different places and landed an internship from one of them.

It is important to have an internship, but it should be a fun

experience.

It is normal to be frustrated if you have applied to several jobs and have heard nothing back.

However, you should not stress yourself out because the perfect opportunity may just come when you least expect it. ♦



Jenna Fischer

“...the way to find jobs is forever changing due to technology, so why not take advantage of it?”

Interested in Writing for PRomo?

Contact Liz Kratz at kratz3@students.rowan.edu to learn more on how you can contribute!

About PRomo

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

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