



PRomo



Anthony J. Fulginiti PRSSA

Rowan University

Glassboro, NJ

November 2020

President's Piece

By Vanessa Livingstone, President

The month of November is all about one thing: collaboration. I've emphasized that the virtual PRSSA experience can provide more opportunity - but how?

Chapters across the region are connecting unlike ever before, and November proves just how powerful Zoom can be!

Thanks to PRSSA Tri-State District Ambassador Kimberly Aldunate, universities in New Jersey, New York and Pennsylvania now have a tri-state GroupMe.

Chapters actively invite each other to meetings, discuss PRSSA National events and even ask for advice!

As a result of this increased communication, Firm President Cam Hadley, VP of Philanthropy Grace Coulthurst and I were

fortunate enough to virtually meet with a member of Waynesburg University PRSSA.

Zoom makes learning from other chapters in the area effortless, and will only contribute to each school's overall success.

Whether it's a working professional across the country or a zumba fundraiser, possibilities for collaboration exist everywhere.

Looking ahead, I encourage you to think of ways Zoom or another virtual platform could elevate your PRSSA experience and then tell us about it! ♦



Vanessa Livingstone

Editor's Note

By Liz Kratz, PRomo Editor

Welcome back to another issue of the AJF-PRSSA PRomo Newsletter! I hope everyone is staying safe and healthy as we move into the holiday season. I am super excited to bring to you another issue!

This past month, PRSSA collectively "danced away" and fundraised for Cystic Fibrosis research. The event was a success and lots of fun. Be sure to read more about it on the next page!

This issue is filled with lots of amazing testimonials of PRSSA and PRaction members, including one from the October Member of the Month. If you want to learn more about what PRSSA and PRaction offer, take a look at those articles!

As we are heading into the last few weeks of the fall semester, Dr. Allison Novak gives some great advice on how to continue to thrive. She recommends many resources to help stay academically and mentally afloat as we dive into finals.

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

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The Beat Goes on for Cystic Fibrosis

By Gloria Ramirez, Dance Away Cystic Fibrosis Chair

Think about your day. Did breathing come up? Probably not. However, this year for 30,000 Americans with Cystic Fibrosis, breathing was most likely on their minds.

Cystic Fibrosis is a genetic disease that causes a thick, sticky mucus in the organs. The lungs and the digestive system are most commonly affected by CF. It also causes infections, chronic coughs, malnourishment, and difficulty breathing.

Since 2013, AJF-PRSSA's annual Cystic Fibrosis event has raised awareness and supported CF research.

The yearly event is held in honor of Colette W. Bleistine, a former PRSSA e-board member with CF who passed away. Colette was a proud Prof and an advocate for those, like herself, living with CF. She raised approximately \$12,000 a year towards CF research and resources.

The AJF-PRSSA also hosts a nationwide competition inviting chapters across the country to raise awareness and fundraise.

"Two years ago, Rowan PRSSA launched a national Cystic Fibrosis awareness and fundraising competition

to give other PRSSA chapters the chance to learn more about CF, to provide a professional development opportunity for students nationwide, to use their communication and public relations skills to further a great cause, and to expose more schools and communities to the message of CF and how to help others," according to Gloria Barone Rosanio, Adjunct Professor at Rowan University and Professional Advisor to Rowan's PRSSA chapter.

For our chapter, I was given the honor to be PRSSA's Dance Away Cystic Fibrosis Chair. Due to the pandemic, we wouldn't be returning to Rowan as usual.

"In 2020, the competition guidelines were updated to include virtual, online events for schools that are not able to coordinate a physical on-campus event, and we're looking forward to seeing the creativity of these entries due in late December of 2020," Professor Rosanio said.

Luckily, we are PR professionals in training. Figuring out how to get the word out, especially for a good cause, is what we do.

Rowan PRSSA created The Beat Goes on for Cystic Fibrosis



Gloria Ramirez

campaign. From October to November, we held four fundraisers, including our main event.

On November 18, Colette's mother, Mrs. Bleistine, joined us for our first virtual Zoom Zumba event.

In a video, Caryn Pascale, our guest speaker, gave us some insight on what it is like living with CF.

Denise Huntsinger, the Zumba instructor and a friend to a CF patient, kindly donated her time to lead a Zumba class to help raise funds for the CF Foundation.

By the end of the night, after the fundraisers and events, we raised a little over \$590.

Thank you to everyone who donated, Zumba danced with us, and helped make PRSSA's event a success. We can't wait to do it again next year. ♦

PRaction: A Club of Professionalism, Advancement, and Real Life Experience

By Lindsey Dowling, Community Service Chair

Joining PRaction my junior year was one of the best decisions I made while in college. My experience with the club enabled me to work with real clients, strengthen my professionalism, and advance my public relations skills.

I knew joining this club would be a resume builder, but it's more than a slot on my resume. PRaction is professional working experience.

This semester, I got the chance to work as the Account Manager for Rowan's student food pantry, The SHOP.

My team consists of three other members, Alana Walker, Alyssa Sepe and Rachel Rumsby. We are working diligently to help The SHOP become recognized by students as a resource on campus.

We recently contributed our services to help get word out about The SHOP's donation drive, Can the Van.

The SHOP asked our team to help accomplish two goals: get the word out about the event and create a new logo. The SHOP asked, so our PRaction team delivered!

We created a press release and sent it to local online news sites. Our team also created a blast email about the event that we sent to Rowan Students, Faculty and Staff.

Lastly, we conducted a five day countdown on the Instagram stories of the Student Government Association and Rowan Volunteerism.

Needless to say, the event was a success. The SHOP's donation goals were not only met, but also were succeeded by 172



Lindsey Dowling

donations!

The work that I've done so far in PRaction will be beneficial for when I step into the real world. PRaction would not be where it is today without the dedication and hard work of my fellow Practioneers.

Our PRaction President, Camryn Hadley, and Vice President, Sarah McCabe have made this experience all the better with their inspiring attitudes and professionalism.

I could not have asked for a better experience. ♦



Congratulations to the October Member of the Month!

Laura Warsewicz

Member of the Month: #myPRSSAstory

By Laura Warsewicz, PRSSA Member

As a child, I had a lot of aspirations. I wanted to grow up to be a nurse, a psychologist, a veterinarian, or a journalist, to name a few.

But one thing that remained consistent throughout my childhood and into my adulthood - I wanted to help people.

After years of taking courses at my local community college to try to figure out what felt like a right fit, I began to feel discouraged, as though I had no place in this world.

While taking a year-long break from school, I decided to look into other options. I transferred to Rowan College at Gloucester County as a Communication major, which I thought would lead me to a

career in journalism.

After graduating with an A.A. in Communication, I looked into the various programs that Rowan University offered. To be honest, I had no idea what public relations entailed until I researched it after seeing it on the program's list.

I realized that through public relations, I could not only help people, but I could do it in several creative ways. The possibilities were endless!

Last semester, I transferred to Rowan and finally felt confident that public relations was the perfect field for me. I have never felt so connected to my professors and so confident in my work.

At 27 years old, this is the first time that I can truly say that

“At 27 years old, this is the first time that I can truly say that I am proud of myself and my accomplishments.”



Laura Warsewicz

I am proud of myself and my accomplishments.

I joined PRSSA and PRaction after one of my professors strongly recommended that I join.

Since then, I've gained a better understanding of public relations which makes me even more eager to start my career. PRaction has given me hands-on experience that I wouldn't have gotten anywhere else.

So far, it has been an amazing journey and I can't wait to see what happens next! ♦

The Choice for Success: #myPRSSAstory

By Sean Barnett, PRSSA Member

Joining PRSSA was one of the smartest choices I made in my collegiate career. The AJF Public Relations Student Society of America has broadened my network, prepared me for my career and expanded my education.

I decided I wanted to join PRSSA before I made it to Rowan's campus. Before my first semester started, I was informed on how to join and where meetings are held.

Once my transition was official, I attended my first meeting and got involved as quick as I could and earned an E-Board position.

I wanted to get involved because of the networking opportunities.

Landing a job is not always about what you know, but who you know. I understood that the job search can be challenging

after graduation and I wanted to stand out.

I was able to broaden my network with the 2019 National Conference, meeting students and professionals from around the country.

The National Conference also provided insight on separating myself from other young PR professionals. While in San Diego, I learned about earning online certifications, the differences between in-house PR vs. agency, and tips to tighten up my writing.

On the E-Board, I sat in on weekly meetings discussing what we were working on and what was next on our agenda. The topics discussed covered everything from creating a strong social presence to budgets for our upcoming plans. This was done in similar fashion to my morning meetings at my



Sean Barnett

current internship.

PRSSA plans and coordinates multiple events throughout the year, allowing members to gain valuable event planning experience to include on resumes. There are multiple workshops to improve your personal brand and meet professionals for inside advice in the PR world.

Overall, PRSSA prepared me to succeed in my career. The connections and experience I gained will last me a lifetime! ♦

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Thriving During the Last Three Weeks!

By Dr. Allison Novak, Assistant Professor of Public Relations & PRSSA Advisor

This was a semester like none other! And, now that you are almost done, it is time to think about how to make sure the last few weeks are productive, healthy, and successful.

While this success might look a little different for everyone, there are a few things we can all do to help each other out and make it through the end of the fall 2020 semester:

1. Make a study schedule, and stick to it!

Good studying skills do not just happen randomly, they require planning and practice. Try making a study schedule or a set of deadlines. Free online programs like “mystudylife.

com” and “goconqur.com” offer free scheduling and study skill workshops.

2. Do your hardest task first thing each morning.

Research shows that when you tackle your most difficult task first thing in the morning, you are more productive throughout the day.

3. Plan your rewards.

Do not forget to reward your accomplishments, especially when you reach goals or make it through something difficult. Rather than randomly doing something you like after you complete a task, set your reward when you start.

4. Seek help.

Rowan offers several free resources for students facing difficulty at the end of each semester. This includes free remote tutoring, counseling sessions, study breaks at the Library, and free proofreading



Allison Novak

and editing at the Writing Center. Also, reaching out to your professor before deadlines and finals is a great way to get individualized support or extra help.

5. Check in on friends and family members.

This December is likely to be difficult for many of your friends and family members. Try checking in on at least one person each day. Reaching out will help you feel more connected and show support for others. ♦

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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Interested in Writing for PRomo?

Contact Liz Kratz at kratze3@students.rowan.edu to learn more on how you can contribute!