



PRomo

October 2024

Issue 1

Welcome back Profs! My name is Cameron Main, this year's PRSSA's PRomo editor! I'm a senior Public Relations and Advertising student with plans to graduate in May of 2025!

I began my journey at Rowan University in September of last year after earning my associates degree in Communications at Atlantic Cape. My Junior year helped me begin understanding the basics behind public relations, and I plan on using my senior year to reinforce my current knowledge while gaining much more. I joined PRSSA under the guidance and recommendation of Dr. Novak, who I took Public Opinion with. Dr. Novak recommended me to become one of several new PRSSA E-board leaders. Wanting to better my skills gained from Publication Layout and Design, PRomo Editor seemed like the perfect calling for me!



First meeting of PRSSA, alongside Ad Club and ProfAgency.



Our first issue of PRomo for the 2024-2025 school year will feature Angelica Flynn, Associate VP at AKCG who presented at the first PRSSA meeting, an overview of what's to come at ICON 2024, and a special message from PRSSA President, Sam Deeney!

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."
–Warren Buffet

Message from the President!

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My name is Sam Deeney and I am a senior Public Relations and Advertising student. I will be graduating in May 2025.

During the spring of my sophomore year, I joined PRSSA and ProfAgency in order to have some experience to put on my résumé. I immediately learned more about the industry and gained experience working with clients.

Going into my junior year, I had the opportunity to be in both of the club's executive boards - an account manager for ProfAgency and Vice President of Professional Development for PRSSA. There I gained priceless experience that not only gave me experience, but also taught me how to work under pressure and make sure deadlines are met, because much more than a homework grade was on the line.

I also got to participate in 2024's American Advertising Federation competition, where I got to help create a fully-fledged advertising campaign and present to a panel of professionals.

This year, I am serving as the president of PRSSA. It is an



President Sam Deeney

honor to hold this position and I aim to do everything in my power to keep our chapter as highly regarded as it already is.

A more unexpected enjoyment of mine has been tutoring. I discovered job openings in the Academic Support Programs through a friend and am glad I got to become a tutor. I am the only tutor in the public relations/advertising department and get to help students who otherwise couldn't get a tutor. I also serve

as a senior lead in the program and help promote the program.

Rowan University has offered me amazing experiences that have made me feel confident in my enjoyment of the industry as I approach graduation. When I'm not working or on campus, I love outdoor activities and sports. I enjoy hiking, playing tennis, and am a huge Philly sports fan.

I'm looking forward to seeing what the rest of my time here will bring!

Message from the Advisor!

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Welcome back students!

It's such a pleasure to have you join us in this important pre-professional organization. We offer an opportunity to network with professionals, write for a monthly newsletter, join an agency with actual clients, attend national and regional conferences, etc.

As an advisor for 30 years, I have seen the best of the best students! PRSSA and ProfAgency tend to attract really hard-working, dedicated students who excel at their craft. Come follow in their footsteps—become equipped to be the next agency president, government Public Information Officer, corporate communication director, sports/entertainment event planner, media relations specialist, or university relations manager.

Join us as we form life-long friendships, learn from each other and our guest speakers and excel at public relations!



Club Advisor Dr. FitzGerald



**COMMUNICATION
& CREATIVE ARTS**

“Since we cannot change reality, let us change the eyes which see reality.”
– Nikos Kazantzakis

PRSSA Meeting 9/25: Angelica Flynn

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Glassboro is home to AKCG, a public relations firm that specializes in crisis communications and media relations. PRSSA held the honor of hosting Angelica Flynn, Associate Vice President at AKCG for its September 25 meeting. Students learned about the day to day of Flynn and what AKCG does, as well as lots of helpful recommendations for internships, interviews and the importance of connections.

The mission statement behind AKCG is "AKCG builds, preserves and restores positive reputations." AKCG has worked with senior living communities and even Rowan's very own President Dr. Houshmand with Houshmand's Hazardous Hot Sauce. The average day of Flynn consists of communicating with many different clients, such as one-on-one meetings and calling ahead. Being the Associate VP, her job is also to make sure goals are being met and guides clients on what they can do. She also helps guide interns and other staff at AKCG with their workload, assigning tasks by priority and how much work the projects have in them.

The most important information Flynn gave during this presentation helped students understand more about how important internships are and how to ace an interview. Flynn stressed that "The interview gets



Angelica Flynn, APR, Vice President at AKCG.

you the job, the resume gets you the interview." It's always best to be a human when meeting someone or making connections. Be yourself, not a script. Flynn urged students to become familiar with LinkedIn, a great tool to make new connections or revisit old profiles you may have once known. She explained that she felt like she knew someone and wanted to learn more about them just from the other person updating their LinkedIn profile often and making new posts. When asked about what is expected from interns, Flynn

responded by saying interns should be persistent, have a perfect resume, good energy that meshes well with her team and be prepared for a writing test. During the interview, make sure to ask lots of questions, it helps you look more approachable and shows you're knowledgeable of the company. Be active and look for as many internship opportunities as you can. Flynn said the best way to secure internships is to start by asking your professors, checking job boards and LinkedIn profiles, and build as many connections as possible.

Word Search

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M J P U R B T V K L X H P Y V U W Y
C Y L R R V W I N R F A N R Z W B V
G U Q R S Y Y N P E D L Z P O G W W
S I S A T S U T L F Y L T J A F Z Q
C U H K S W A E I D R O Y A N J S K
Q M Y C B H W R N W O W M T R T T N
Q M C G S S S N K E W E G P L G M S
K S B E Q O U B E N A E Y J R O E Q
L U M L E W I S D D N N V M D O V T
I C O N D L H Q I Y O I S I X S M X
H I F T G O T O N S H F S W L Y Q O
B F A A W W D A R U G L H P T E P F

WORDS

AKCG
ICON
PROFS
PRSSA

WENDYS
INTERN
LEWIS
PROMO

TARGET
LINKEDIN
ROWAN
HALLOWEEN

ICON Came and Went!

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Before we knew it, ICON 2024 arrived and Rowan's Anthony J. Fulginiti PRSSA chapter was able to attend this convention in Anaheim, California! From Sunday, October 13 to Thursday October 17, PRSSA members attended ICON and visited several different presentations and met several different professionals in the Public Relations field! Stay tuned for next issue, which features more in-depth details about ICON, including details about ICON's general opening session featuring Gio Benitez, Award-winning Journalist, Co-anchor of "Good Morning America" Saturday and Sunday.



Members of PRSSA standing for a photo shoot.

"Publicity is a great purifier because it sets in action the forces of public opinion, and in this country public opinion controls the courses of the nation."

– Charles Evans Hughes



Keystatus Award Winner: Dasha Sapova

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My name is Dasha Sapova. I'm from Russia, so I completed two years of my undergraduate degree there and transferred to Rowan last year.

I'm a senior majoring in Advertising with a minor in Strategic Communication. I'm also a member of the Ad Club, PRSSA, and an account executive at ProfAgency. I chose Advertising as my major as I find it to be a perfect balance of art/creativity and business/analytics/research. Additionally, I'm trying to contribute to the PR industry as well since I feel like Advertising, PR, and Marketing are a mix that is bound to co-exist together. Thus, from my perspective, being an expert in all three of the fields will make me an even more valuable professional on the market as well as give me a better perspective on the projects I work on. I try my best to actively participate in any initiatives my classes or the clubs I'm in offer for the sake of valuable



Headshot of Dasha Sapova.

“Public-relations specialists make flower arrangements of the facts, placing them so the wilted and less attractive petals are hidden by sturdy blooms.”

– Alan Harrington

experience, fun, and a few lines on my resume. My fun fact is that it almost puts me in physical pain to sit in the same location for more than a few months, so as a consequence of that, I visited 24 countries. A few of my favorite ones were probably the Maldives and Georgia.

Recent PR News: Wendy's Krabby Patty Kollab

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On May 1st, 1999, the multi-award winning show *SpongeBob SquarePants* debuted on Nickelodeon. For the past 25 years, *SpongeBob* and his friends have been making children and families laugh and form great memories (myself included!). To celebrate this fry cook's 25 years of service, Wendy's has launched the Krabby Patty Kollab, which features a pineapple-mango frosty and a Krabby Patty, a take on Wendy's traditional burger with the famous Krabby Patty secret sauce.

While the vast majority find this collaboration to be fun and something to try, people are frustrated at Wendy's and Nickelodeon for breaking one of Stephen Hillenburg's (creator of *SpongeBob SquarePants*) rules; to not promote fast food to children by using the Krabby Patty. Hillenburg died on November 26 of 2018 due to complications of ALS, and fans of the series show frustration towards Nick for seemingly ignoring Hillenburg's wishes.

Social media users expressed their concerns by sharing an interview conducted in 2004 with Hillenburg, where Hillenburg states " 'The trouble is that you can't go out with animated films without a fast-food tie-in,' Hillenburg admitted. 'We shouldn't do that. In the show, the whole point of the fast food — the fact that *SpongeBob* loves being part of the fast-food



Wendy's Krabby Patty Kollab promotional material.

"Publicity is the very soul of justice. It is the keenest spur to exertion, and the surest of all guards against improbity."
– Jeremy Bentham

chain, and that being a manager is his ultimate dream: it's ironic,' Hillenburg explained of the in-universe importance of fast food. 'It's something that most people don't think is a great thing to try to achieve. And we didn't want to suddenly become the people serving up food that's not that good for you — especially kids. We work with Burger King, and they make toys and watches. But to actually take the step of pushing the food, that's crossing the line. I don't want to be the Pied Piper of fast food.' (Cracked.com)

Lewis Returns!

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(cont.)

While only a small portion of people find this a concern and may boycott Wendy's or Nickelodeon, it raises the question about how likely it will be to see SpongeBob related food items from now on. Will this become a common trend? Will Nickelodeon continue to promote collaborations that fail to recognize Hillenburg's wishes? Only time will tell. Wendy's launched the Krabby Patty Kollab on October 8, 2024.

Last Halloween, Target released Lewis the Pumpkin Ghoul, an 8-foot animatronic which became internet famous late last year for his speech, "I am not a jack-o-lantern. My name is Lewis." After appearing in a viral TikTok in late September, Lewis became Target's star child for the Halloween season. According to a Target press release, "From appearances in national news outlets to nearly 34 million views of the #MyNameIsLewis hashtag on TikTok, our 8-foot-tall Lewis made his mark in a big, not-very-scary way ... and sold out in the first week"

Lewis's return marks an important step in seasonal launches for Target; this is the first large-scale Halloween character that has returned. Not only is



Lewis and Friends collection, featured at Target.

Lewis making his comeback for spooky season, but he's bringing along some friends. Target announced this Halloween will feature the Lewis & Friends collection, which includes four new animatronics sold in-stores and online. This collection features newcomers like Pumpkin Rocker Billy, Bruce the Skeleton Ghoul, Little Lewis, and Pumpkin Iron Lewcy, with Lewis the Pumpkin Ghoul tagging along with his friends.

Lewis doesn't only serve an important figure, or animatronic, to Target's Halloween products,

but to all of Target. Like previously mentioned, Lewis gained nearly 34 million views with his #MyNameIsLewis hashtag and sold out within the first week, allowing Target to bring back a character for the first time. The rising popularity of TikTok on social media showed that characters like this have the chance to reappear, or allow the creation of new characters. Target could begin to use this strategy to develop more characters or props for Halloween, akin to Spirit Halloween.

Upcoming Events

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***Cystic Fibrosis Walk-Away: 11/6,
5PM-6:30PM***

Induction Brunch: 12/3, 12PM-2PM

***Socratic Dialog: 12/11, begins at
5PM***

Speed Networking: 3/5, 5PM-6:30PM

Organ Donor Day: 4/8

Spring Gala: 4/26