



PRomo

March 2025

Issue 3

Welcome back to another edition of PRomo Profs! As the weather outside begins to warm, the AJF-PRSSA E-Board members hope you're able to Spring towards your goals and make great achievements in the coming months as the end of the semester nears. This issue of PRomo features an explanation of why PRSSA holds the Cystic Fibrosis Walk Away event, the Socratic Dialogue held about the banning of books in public schools, the fact-checking changes coming to Meta's social media platforms, and the honoring of PRSSA members at the Induction Brunch!



PRSSA E-Board Member Mairiad Markel at the Club Fair.

“There is no such thing as bad publicity except your own obituary.”
– Brendan Behan

“I’m all in favour of keeping dangerous weapons out of the hands of fools. Let’s start with typewriters.”
– Frank Lloyd Wright

Cystic Fibrosis Walk Away

Written by: Emma Engle

March 2025

Issue 3

AJF-PRSSA's annual Cystic Fibrosis Walk Away event occurred on Wednesday, November 6 at 5 pm. The event was thrown in honor of former Rowan University student and PRSSA member, Colette W. Bleistine, who sadly lost her battle to Cystic Fibrosis on May 21, 2012. Located near the baseball field, the event took place at Bunce Green, where event goers could participate in an eventful scavenger hunt and raffle which included prizes of donated gift cards and merchandise from local businesses. Additionally, hot cider, hot chocolate, and pretzels were provided for free, and delicious baked goods including cookies, brownies, and homemade Chocolate chip pumpkin bread was being sold.

The event had a great turnout with about fifty students and staff alike showing up to show their support and promote Cystic Fibrosis awareness, with all proceeds from the event going directly to the Colette Bleistine Paying it Forward Foundation. Colette's family maintained tradition and made an appearance at the event and



PRSSA Members and Attendees of the 2025 Cystic Fibrosis Walk Away event.

participated in a picture with the students behind throwing the event, especially Mairead Markel, AJF-PRSSA's Walk Away Cystic Fibrosis Chair.

Overall, the event had a great turnout as the Rowan University community and PRSSA chapter brought together students and faculty alike to spread Cystic Fibrosis awareness and show their support for a former student through their donations to the Colette Bleistine Paying it

Forward Foundation and attendance at the 2025 Cystic Fibrosis Walk Away event.

“The questions don’t do the damage. Only the answers do.”
– Sam Donaldson

Meta to Change Fact-Checking System

March 2025

Issue 3

Meta announced on January 7th changes coming to its fact-checking program in the coming months. Meta, which owns social media platforms Facebook, Instagram, and Threads, originally worked with a third party program that when detecting news that may be misleading, the program sends the article to determine if the article is credible or not. CEO Mark Zuckerberg stated that “third-party moderators were ‘too politically biased’ and it was ‘time to get back to our roots around free expression’”.

Rolling out in the next few months, Meta announced this program will be replaced by a community notes system, nearly identical to X’s community notes system. This system allows users to flag misleading posts and add context to make them correct, or add notes to fix the original post. This system is planned for the United States, with Meta stating it has “no immediate plans” to change the program in the UK and EU. According to BBC.com, “Ava Lee, from Global Witness, a campaign group which describes itself as



Meta’s logo alongside other Meta-owned platform logos.

seeking to hold big tech to account,” “Claiming to avoid ‘censorship’ is a political move to avoid taking responsibility for hate and disinformation that platforms encourage and facilitate. Zuckerberg’s announcement is a blatant attempt to cozy up to the incoming Trump administration – with harmful implications.”

Some users of these platforms show concern about this announcement, while others believe this is a great step forward to preventing the

spread of misinformation. With many active social media users aware of X’s community notes program, this change won’t be a huge shock to users who are already familiar with the program. The nonprofit organization Center for Countering Digital Hate (CCDH) have found that while over 160,000 users recommended notes, 91% of notes aren’t seen on posts with misleading information. The spread of misinformation on social media is a growing issue, and with the

Induction Brunch

March 2025

Issue 3

(cont.)

new changes Meta is making, there's hope the flow of fake news and misinformation may begin to come to a pause.

Before we even knew it, 2024 came to an end, but it brought forth new members of PRSSA! To honor those new members and E-Board leaders of AJF-PRSSA, PRSSA hosted its annual Induction Brunch on December 8th. PRSSA members and E-Board leaders had their accomplishments recognized with breakfast, coffee and hot chocolate with a special keynote speech by Rowan alumnus and senior vice president of integration and strategic operations for Virtua Health, Michael W. Capriotti.

Members of the PRSSA E-Board were recognized, inducted, and given the spotlight to show the amazing work done between the beginning of the school year and beyond. Not only were E-Board members recognized, however. The brunch also highlighted different students with their accomplishments, including Mirasha Williamson, the recipient of the Presidential



From left to right: Award Winners Mirasha Williamson, Dasha Sapove, and Jake Martin.

Citation Award, Dasha Sapove, the recipient of the Promo Award, and Jake Martin, the recipient of the ProfAgency Award.

Each and every member of Rowan's AJF-PRSSA chapter proves each day that they strive for excellence with the limitless talent they carry. The Induction Brunch recognizes those who continue to move forward and those who make PRSSA what it is today.

“Reputation is what other people say about you when you leave the room; character is what you say about yourself when no one else is in the room.”

– Joyce Brothers

Word Search

March 2025

Issue 3

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

Find the following words in the puzzle.

Words are hidden → ↓ and ↘ .

DIALOGUE
BRUNCH
VIRTUA
BUNCE

PRSSA
BOOKS
PROMO
META

CFWA
BAN

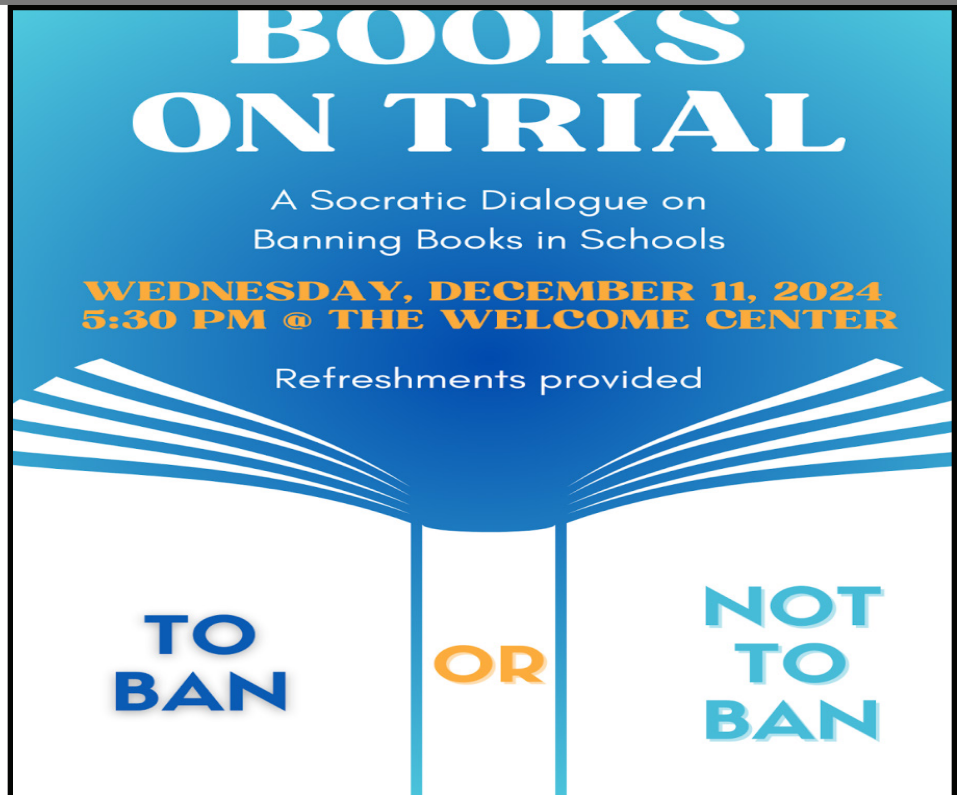
Books on Trail: To Ban or Not to Ban

March 2025

Issue 3

In the 2023-2024 school year, PEN America, a nonprofit organization with the goal of protecting free expression through books and other forms of literature, stated that over 10,000 books have been banned in public schools. Notably, a large majority of these banned books come from authors of color, women, or members of the LGBTQ+ community.

With the help and determination of Dr. Suzanne FitzGerald's Public Relations Case Studies undergraduate class, a Socratic dialogue occurred on December 11th, 2024 that focused on the topic of banning books. The tagline for the event, "Books on Trial: To Ban or Not To Ban," highlights the key moments of the events, the various speakers that defended their beliefs on why books should or should not be banned. Some of the speakers that attended the event were Dr. Joseph Basso, a practicing attorney and a professor and faculty member at Rowan University, Dr. Rob Preston, Superintendent at Pitman Public Schools, and Constance Lee and Jack



Poster created for the Socratic Dialogue event.

***"The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power."
– Malcolm X***

Brangan, chair members for Moms For Liberty's Camden County Chapter. Moms for Liberty is a nonprofit organization with the mission statement to "Moms for Liberty is dedicated to fighting for the survival of America by unifying, educating and empowering parents to defend their parental rights at all levels of government."
(momsforliberty.org)

Continued.

March 2025

Issue 3

(cont.)

Speakers on both sides of the argument, whether books should be banned or not, contested the counter arguments being made. Some arguments made include some of the books content can be deemed inappropriate for children to read, the banning of books violates the first amendment, parents should be the ones to teach the materials, and it restricts the flow of information to growing minds. While there were two clear sides, both sides agreed with a majority of the points being made by each other and stayed civil with each other.

“Books on Trial: To Ban or Not to Ban,” highlighted the growing concern of the banning of books in public schools, with both sides representing their beliefs by expressing personal opinions in a civil manner.



Speaker Jack Brangan, chair member of Mom's for Liberty's Camden County Chapter.



Speaker Constance Lee, chair member of Mom's for Liberty's Camden Country Chapter.

Upcoming Events

March 2025

Issue 3

PRSSA's Bake Sale: 3/24, 1-4 P.M.

Organ Donor Day: 4/8, 10-2 P.M.

Spring Gala: 4/26, 5:30 P.M.

***Last PRSSA and ProfAgency Meeting
of the Semester: 4/30, 5 P.M.***