



# PRomo

## President's Piece

By Vanessa Livingstone, President

Hello, everyone! My name is Vanessa Livingstone and I am honored to serve AJF-PRSSA as President this year.

Although this isn't the school year we expected, I am sure that PRSSA will adapt and thrive within the new virtual climate.

Thanks to the strong members of our e-board, PRSSA will continue to offer career-enhancing opportunities to public relations students at Rowan University.

Our plans for this school year include knowledgeable guest speakers, nationally-affiliated conferences, and networking opportunities. I am still excited to attend my first International Conference in October, even if it's virtual!

It's important for our club to view the new virtual climate as an opportunity rather than an

obstacle.

Online offerings give us the chance to host speakers from across the country, include other chapters in meetings,

and collaborate at the push of a button. My greatest challenge as president this year will be ensuring we take advantage of this opportunity.

Almost one month into the school year, I have no doubt that PRSSA will continue to create opportunities for its members. I am extremely proud to be President of such a driven organization, and look forward to a productive year with each of you. ♦



Vanessa Livingstone

## Editor's Note

By Liz Kratz, PRomo Editor

Welcome back members! I hope everyone is well and in good health. It has been a difficult couple of months for the world and the Rowan community. It will be much different this year, but our E-Board is working hard to ensure a fun and safe environment for all of us.

I am so honored to be serving PRSSA as PRomo Editor and being the person to provide news for the next few months.

To anyone who does not know, PRomo is the PRSSA monthly newsletter that encompasses everything that is happening within the organization. PRomo is a very versatile newsletter that covers topics from events and meetings, to member testimonials and career advice.

I am very excited to be sharing with you this year's September Issue of PRomo. This issue focuses on beginning the semester under unforeseen circumstances, how to stay positive, and what our goals are for the coming year. I wish everyone a safe and healthy year, and I hope to see everyone soon, even if it's over Zoom! ♦

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# Navigating PRaction in the New Normal

By Sarah McCabe, Firm Vice President

With the shift to a virtual learning environment, Rowan University's award-winning student-run Public Relations firm, PRaction, makes the necessary adjustments to ensure a successful semester for student members.

The start of a new school year always brings excitement and changes. However, for PRaction, this semester is different from any other, providing a new set of never before faced but necessary adjustments.

In order to adapt to health and safety regulations, our PRaction executive board and faculty advisors will run the firm remotely.

Because of this shift, communication with teams

of student members will no longer be in-person.

Instead, we will meet virtually with each team on three separate occasions. As the semester progresses, collective conferences will allow all

members to share their work with one another.

With meetings virtually on alternating Wednesdays at 5:00 pm, PRaction members will gather to discuss strategic communication campaigns for local clients.

This year's clients consist of the Dawn to Dusk Café, located on Rowan Boulevard; the Millville Army Air Field



Sarah McCabe

Museum in Millville, NJ; and the SHOP, Rowan's food pantry and resource center.

PRaction offers the opportunity for students to gain hands-on P.R. experience working with a real-world client.

Due to the virtual environment, it was essential that our clients understood how communication with students will differ from past years.

Students and clients will meet remotely rather than face-to-face, and all student work will be shared online.

Our first meeting with this year's teams was Wednesday, Sept. 23 at 5:00 pm. This semester, it is our mission to ensure the safety and comfort of all student members.

Despite the challenges, we look forward to meeting and working with our awesome "PRactioners." ♦

***"It was essential that our clients understood how communications with students will differ from past years."***



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## Mark Your Calendars! Here's Some Upcoming Events

Next PRaction Meeting: October 7, 2020 at 5 p.m.

Next PRSSA Meeting: October 14, 2020 at 5 p.m.

Dance Away Cystic Fibrosis: November 4, 2020

# Recruiting Members in a Newly Virtual World

By Rachel Rumbsy, Recruitment Chair

We are currently living in unprecedented times. Classes are online and so are club meetings and events. I think that PRSSA has done a great job of pivoting towards an online format.

Our first meeting of the semester was a hybrid meeting for PRSSA and PRAction. We plan to hold virtual meetings going forward.

Jenna Fischer, PRSSA's Communications Director, Camryn Hadley, filling the role of PRAction's Firm President, and I were able to film a recruitment video in August. The first half of the video is a "20 Questions" style interview that features Jenna answering questions about what being a part of PRSSA is like and why others should join. The second half of the video features a photo montage with a voiceover that gives more information about PRSSA.

I think that this is a great tool to use during classroom visits that we



Rachel Rumbsy

plan to do virtually this semester. While the E-Board may not be able to visit classrooms in person, we still

intend to visit classes over Zoom or Web-Ex.

PRSSA also participated in the Virtual Organization Fair this semester in order to recruit new members. We hosted three Zoom calls that allowed us to engage with prospective members.

Our PRSSA President, Vanessa Livingstone, our Communications

Director Jenna Fischer, and I were able to tell prospective members about the events we have held in the past, as well as how we plan to hold virtual meetings and events this semester.

I am glad that even though this semester is different than they have been in the past, we have been able to adapt and carry on. So far, PRSSA has been able to continue its recruitment efforts, and I am excited to meet our new and prospective members! ♦



Jenna Fischer in the PRSSA Recruitment Video

# How Rowan University Dealt with COVID-19

By Camryn Hadley, Firm President

In March, 2020, COVID-19 changed the way that the world worked, impacting Rowan University. The pandemic changed the world entirely, especially life at Rowan.

While on our Spring Break, Rowan announced to students that the remaining of the semester would be online or remote. We adapted quickly and are still using some of those implementations today. Here's what has changed on campus for the Fall Semester.

On-campus housing and dining

are still happening, but it looks a little different. Most students decided to come back to campus, however others chose to stay home and learn remotely.

For those on campus, dining is a bit different. Students can now only pick up their food and eat it either outside or in their residence halls.

Campus life is not much different than last year. You can still see students around campus lying on Bunce Green, playing basketball, or studying in the library.

What's different? They're all in

Rowan Proud masks!

Students have developed a second skin when it comes to wearing masks.



Camryn Hadley

Students are trying their best to stop the spread and still enjoy their college experience. Events on

See COVID-19, page 4

<p><b>Instagram</b> @rowanprssa @rowanpraction</p> <p><b>Twitter</b> @rowanprssa @rowanpraction</p>	<p><b>Facebook</b> RowanPRSSA RowanUniversityPraction</p> <p><b>LinkedIn</b> AJF PRSSA Rowan</p>
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**Follow Us on Social Media!**

*COVID-19, from page 3*  
campus also require that all attendees wear a facial covering or a mask, unless consuming food.

Events and opportunities haven't been put on halt. Students may socialize (with distance and masks) and get out of their comfort zone and go see what Rowan has to offer.

Overall, Rowan is still the same place that you know and love. Although it may look a bit different and classes aren't in person, it's still Rowan and PRSSA is still PRSSA. ♦

# Social Media: A Time to Connect

*By Jenna Fischer, Communications Director & Organ Donor Day Chair*

High school and college students are known to hide their social media profiles, just in case future employers or schools find it and see something they do not like. Some students even go as far as changing the spelling of their name or use their middle name to prevent employers from finding them.

However, as public relations students, we should use social media as a way to connect and network with our future employers.

Public relations is all about building relationships, and in these trying times it is harder than ever to create new professional relationships.

Building professional connections is not difficult anymore since we have several social media sites to help connect us with any company.

LinkedIn is the most popular



*Jenna Fischer*

social media outlet to connect with other professionals.

However, it is important to utilize other social platforms to connect with others. Do not be afraid to follow that company on Instagram that you have been eyeing to intern with. Even better, engage with their account by commenting on a post or sending a simple DM.

Keep an eye on and follow relevant hashtags such as #PRstudent #youngprofessional #PRintern. Also, use these hashtags

on your own posts to allow other people to see you on social media or even allow them reach out to you.

If you are looking to dive into a career in social media, display on your profiles that you know how to effectively use that site.

One example would be utilizing Instagram Highlights with covers that are uniform. A software that is perfect for making covers and posts would be Canva. Canva is a free graphic design site that public relations students should familiarize themselves with.

Even if you aren't looking to go into social media, it is still important to add this extra tool to your public relations toolbox.

No matter what area of public relations you dive into, always remember to keep building connections and take advantage of the resources around you. ♦

# Staying Positive & Motivated in College During COVID-19

By Grace Coulthurst, Vice President of Philanthropy & Special Events

Since the COVID-19 pandemic began in March, life has changed significantly for everyone. Perhaps one of the hardest adjustments is online learning. As restrictions continue to lift, more normalcy is returning, but the majority of classes remain online.

Motivation and positivity are harder and harder to come by, and now with the seasons changing and the weather getting colder, this all has a negative impact on mental health.

There are ways to be successful in navigating online learning in a pandemic. One of the hardest parts of online learning is the lack of face-to-face instruction with

professors.

However, professors still offer office hours. Set up a time to meet with professors and make a connection with them. Professors miss their students just as much, if not more, than students do.

Getting that interaction also allows professors to see where students are struggling and provide more assistance.

Creating group chats with other students in the same classes allow people to vent about struggles and collaborate on ideas.

Set up times to meet either in person, if applicable, or through FaceTime or Zoom. Even if these are informal times to chat, it allows everyone to bond and take a break from school work.

Working and going to class where you live is often stressful

***“Do not feel as if you need to use every day as a work day.”***

and it is important to take breaks. For every hour or so of work, give yourself fifteen minutes of a break. Whether it's to grab food, stretch, or simply to go and talk to a roommate, breaks are extremely important to mental health. Burnout is real, and it is more likely to happen now with everything upended. Do not feel as if you need to use every day as a work day.

Make sure to take days off and focus on something you enjoy. With the fall season, the weather is perfect to spend time outside. Get your roommates or family to go apple or pumpkin picking. Make a certain day each week a self-care day. Watch movies, step away from your homework, and just enjoy the day.

Overall, there are many different ways to stay motivated through this pandemic. It is draining, but by taking the necessary steps, it is possible to be positive, productive and proactive. ♦



Grace Coulthurst

## 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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Liz Kratz & Dr. FitzGerald

## Featured Writers

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## Interested in Writing for PRomo?

Contact Liz Kratz at [kratze3@students.rowan.edu](mailto:kratze3@students.rowan.edu) to learn more on how you can contribute!