

PROMO

The official newsletter of
Anthony J. Fulginiti PRSSA



I hope everyone had a wonderful semester!

Happy Fall, everyone! I hope you all had a wonderful Thanksgiving and are motivated to conquer your finals. Since this will be the last Promo newsletter for the Fall 2021 semester, our eboards members and I decided to reflect upon what we are thankful for in our lives. This year, 2021 has been a hectic year that has merged with 2020. However, it is essential to take a step back from school, work, or drama and think about what to be thankful for in your life. I transferred to Rowan University last Fall at the pandemic's peak when everything was online. I couldn't visit the campus and worried about how I would make new friends or even do school work virtually! I cannot express how thankful I am to my professors, who took the time to help me adjust to online classes. I am also incredibly grateful to the wonderful friends I met on Zoom and the friends I made this semester.

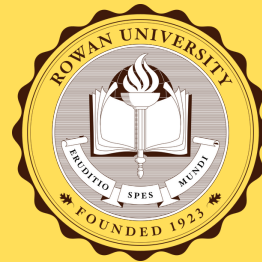
Fall 2021 is my first semester away from home as I was a commuter for three years. The amazing friends I met in my Zoom classes and regular classes helped me adjust to the campus and made me feel more comfortable. Finally, I am thankful to my wonderful family, who has supported and encouraged me throughout my college journey. My family has always been there for me and motivates me to strive to be the best version of myself. Finally, I want to thank all of my fantastic eboard members for an awesome semester! It was nice to see everyone in person and get to know all of you. I wish everyone the best and hope you have a relaxing winter break. See you next semester!



Interested in Writing for PRomo?

Contact Emily Kowalenko at
kowale76@students.rowan.edu
to learn more on how you can contribute!





WHAT I'M THANKFUL FOR

By Sarah McCabe, PRSSA President



Happy November! As we approach the end of this fall semester and head into the holiday season, we reflect on the things we're thankful for this year. First, I'm thankful for the people in my life who helped support me throughout this year. I am extremely grateful for both my friends and family, along with my coworkers in the Admissions Department and Dean's Office here at Rowan. I would be remiss not to mention our talented PRSSA Executive Board for all of their hard work this semester, and I truly enjoy working alongside each one of you.

I'm also thankful for the setbacks of last year as they brought in the successes of this year. Without these changes in our lives, we would not arrive at the stages we are in now. While my last academic year remained entirely virtual, it introduced both a virtual and in-person way to connecting with one another. Establishing this new hybrid format can carry into many different areas of the future, especially within PRSSA and the

university. This semester specifically, I'm thankful for the ability to reconnect with one another. Last year, the virtual semesters challenged us to connect in different ways, but I feel very lucky for the opportunity to return to campus this semester. Hosting our PRSSA meetings in a hybrid format brings its challenges, but allowing students to attend both in-person and online offers new ways of crafting connections that we hope to carry into next semester.

Finally, I'm thankful for the start of something new in 2022. I'm excited for what next year will bring to both our program and university, and I always look forward to turning a new page for a new chapter in life. This chapter of my life has been all about learning how to manage work, school, and personal time, along with trying new things that challenge me. It's been filled with success, failure, growth, and so much more. I look forward to seeing what next year brings, and I'm thankful for all that is to come.



WHAT I'M THANKFUL FOR

By Megan Carey,
Community Service Chair



There are many things for which I am grateful. First, I am thankful for my wonderful family and this amazing life. I am thankful to my mother for guiding me through my childhood. Without her, I would not be who I am today. She goes above and beyond for me, and I will never be able to thank her enough.

I consider myself extremely fortunate to have such a wonderful mother in my life. Her love and concern mean the world to me. My heart will never express its gratitude to her enough for providing me with a strong foundation and assisting me in becoming the independent adult I am today. She has never given up on me and continues to encourage me to achieve my full potential. Without her guidance and support, I would not be who I am today.

My mother is a single mother, and I admire her caring for my brother and me. She has always worked hard to keep our family together and strong. She has made numerous sacrifices for us, and I will never be able to express my gratitude adequately. She has always managed to put a smile on my face, even when I was having a bad day. Nonetheless, she has taught me never to give up and fight for what I am passionate about. She has gone to great lengths to ensure that my brother and I are happy and healthy. It's impossible to quantify the joy she's brought into my life. I am incredibly fortunate to have such a dedicated and caring mother.

I am thankful to be alive today and continue learning and growing in my life. I'm also grateful for attending college and having the support of my family, friends, teachers, and others. I aspire to be the best version of myself at all times and to make my mother and those around me proud.



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

PRaction Meeting
Wednesday, January 26
Rowan Art Gallery, 301 W High Street
5:00 p.m.

PRSSA Meeting
Wednesday, February 2
Rowan Art Gallery, 301 W High
Street
5:00 p.m.



THANKFUL FOR MY HOMETOWN

**By Angie Murillo,
Vice President of Professional Development**



Thanksgiving may be the best holiday out there. Many families have their traditions. Mine is a laid-back thanksgiving where dressing up is not required, but football is in my hometown of Phillipsburg, NJ. It's a tradition to wear your school colors loud and proud on Thanksgiving day. The town wakes up bright and early to go tailgate and watch the Easton vs. football game at Lafayette College. It's the biggest rivalry game for over 100 years. It's even aired on our local tv station. It's where every Pburg and Easton alumni come together for the first time to catch up on life. It's a exciting event to see everyone back together.

The high school continues the firework show as its tradition to send good luck to its football players. Easton Area High School represents its school by doing a big bonfire the size of the Eiffel tower the night before. I've been to four different high schools in my life, and Phillipsburg knows how to show its good spirit. Before I moved to Phillipsburg High sSchool my senior year, football did not mean anything to me.. Every Friday night, I went to football games, not knowing one soul in the stadium. But, I had so much fun. I ended up making friends at the very end of the season, but boy, did this school know how to show r school spirit.

The school spirit roams around the whole town all year long. At first, I thought it was a little weird, but then I got used to it. This is my last Thanksgiving in my beautiful hometown. I will miss it very much. The cozy home feeling of driving past the football field, past my high school, crossing over the Easton Free Bridge, and that crisp, breezy, fresh air of the cornfields.

I will be sad to leave a part of a memory that I will cherish forever. But, for right now, Florida will be my next home. This Thanksgiving, I am thankful for my family and my forever hometown that I will never forget. I used to say I always wanted to leave this town because I never knew anyone. That is not true. Phillipsburg is a big but small town where everybody knows everybody. It's very hard not to know anyone. I will miss home and the seasons as I celebrate my last Thanksgiving this year with my family. We all reminisced about the great memories and the many stories we could get to tell. I am thankful for the memories that my town gave my family and me for being a part of every step I took.



HOME FOR THE HOLIDAYS – FINDING COMFORT & GRATITUDE IN MY MAJOR

By Kylie Ingling
PRSSA Treasure



I never really knew what I wanted to be when I grew up. When I was little, my answers were always the standards: “teacher,” “vet,” “princess,” all based on interests I had that, at the time, I thought could lead me into the future of my dreams. When I got older, my new standard became “I don’t know.” Now, I didn’t really know what my interests were; at least, I wasn’t sure I had any that would be transferable to a career.

I was always a good writer. My teachers praised me, and my essays got top marks, but that was never something I enjoyed. I could write a killer essay, but I was never happy to do so. Moreover, I didn’t think there was any possible way to turn it into a career.

I was always a creative person. I loved to do crafts, paint, draw, and anything else I could get my hands on. I could make up stories in my head and visualize them coming to life. In addition, I loved to sing and make music. But, surely, I wasn’t good enough at any of these things to turn them into a career.

I went into college undecided – the most brilliant thing for me to do, in my opinion, to learn something new about myself. So I got out of my home state, out of my comfort zone, and gave myself space to discover my passions. This, as it turns out, did not work as well as I was hoping it would. I started to feel overwhelmed and out of place, so I went home.



The following fall, I went back. I missed my school, the friends I had made, and felt like this was finally going to be my year. I picked fun classes, diversified my schedule, and explored new interests. Quickly though, I began to feel pressured; the time was nearing for me to decide on a major, and I still had no idea where my life should be headed. So I said goodbye to my school for good and went home again.

Rowan was a sort of last resort for me. In the midst of a pandemic and not feeling solid about my future, I settled on the public relations program because it sounded like something I would be good at, and more importantly, something I would find interest in. However, my first year was rough; being entirely online allowed me no opportunity to form relationships with my new classmates and new professors. I wanted to get involved but felt so far removed from the school.

This year, my senior year is when everything fell into place. Until now, I hadn’t ever been excited to go to class. I hadn’t met people who think the same way I do. I hadn’t had professors who were so thoughtful and passionate. All of my little interests – my creativity, writing, and picking through every possible font on a project – suddenly all fell into place, and they all meant something. They indicated that I had finally found my niche, something I had been trying to find for so long. Of course, there are so many things that are still uncertain about my future, but for now, I’m thankful for the home I’ve found on High Street.



WHAT AM I THANKFUL FOR?

By Erica Gerold
Firm Vice President

With the steady approach of the holidays, many people worldwide take time to reflect on what they are thankful for, but I cannot say the urgency of celebration makes me feel more gratitude than usual. The time of year does not necessarily affect the gladness in my heart.

I try to be thankful every day.

I am thankful for laughing at an inside joke. I am thankful for a text checking in. I am thankful for the lady at Chipotle fixing my order when it was wrong.

I am thankful for what I take for granted.

I am thankful for not living too far away from my family. I am thankful for my well-being and theirs. Finally, I am thankful for having a support system.

From a student's perspective, right now, I believe we are most immediately thankful for some time off from school. Though our first in-person semester back has been more physically and mentally taxing than what we got used to, I am so grateful for being able to learn in person again, and all the opportunities doing so presented me. My first semester as PRaction's (our student-run PR firm), Vice President has been so fruitful in helping students develop strategic communication campaigns in a real-life setting. I was also inducted into our chapter of PRSSA just a few days ago. Finally, "properly" joining the organization was a rewarding cap at the end of this semester. That said, and I am sure I speak on behalf of a decent number of Public Relations majors when I say this, I cannot wait to go home and not think about a press release for the next month.

This holiday season, I am incredibly thankful to see my family in person, though getting together during the pandemic does feel like a mixed bag of, "We are safe to see each other again!" and "Are we safe to see each other again?". I know I am lucky to have the opportunity to do so. After almost two years, this is what I am thankful for most of all.

I practice a thankful mindset. It is nowhere near consistently succeeding, but I try to write down three things I am grateful for every night. From sleeping into the better health of my loved ones, there is nothing too big or too small. Sure, I am glad to have a break, to give, even receive, but there is more appreciation to be found in life than in only one month out of the year. What do you choose to be thankful for?



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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