

Touch of Class

News about the Rowan University Graduate Public Relations Program

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Girone Uses PR Skills in Publishing Industry

An interview with alumna, Catherine "Cate" Girone



Cate Girone

Catherine "Cate" Girone enjoys a growing PR and marketing career in both corporate and academic sectors. Currently a marketing coordinator for a medical publishing company and adjunct professor of social media and internet marketing at Gloucester County College, Girone recognizes her experience in the MAPR program as an important step to success in the field.

Girone earned her B.A. degree in English from the College of New Jersey in 2010 and graduated with honors from Rowan's MAPR program in May 2012.

She is a recipient of the Don Bagin Graduate Public Relations award, which recognizes graduate students earning high academic standing, showing significant work or internship experience and fostering the potential for substantial contribution to the PR field.

Girone has an eclectic professional background that includes positions at TerraCycle,

Demand Media, Rowan University and STARR Restaurants.

Q: Where do you currently work and what are your job responsibilities?

I am a marketing coordinator for a medical publishing company called SLACK Incorporated. I oversee the ophthalmology and occupational therapy book lines, and 10 of our peer-reviewed journals. I work with authors to create copy about their books, then use this copy to create marketing pieces and disseminate them as needed. I also coordinate my team's attendance at conventions and meetings dealing with my book and journal lines.

Q: How did the MAPR program help prepare you for your career?

Although I work in a marketing job, the skills needed for marketing and public relations tend to overlap nicely. In the MAPR program, I became a stronger writer, researcher, and thinker, thanks to the great professors and mentors I had.

Additionally, the program taught me time management skills that have helped me be a more efficient worker.

Q: What are some of your future professional or academic plans?

One day I hope to use my degree to work for a nonprofit, preferably one that deals with the increasing problem of hunger and food insecurity many Americans face. For now, I'm enjoying working in the publishing industry, especially the medical publishing industry – I feel like I learn something new every day.

Q: In your opinion, what are the most valuable skills for someone entering the PR profession?

Strong communication ability, from writing to speaking, comes to mind first and foremost. Being able to research a topic well and then synthesize your research into a well-crafted message for your audience is another important skill.

Q: What is your advice to current students in the program?

Keep up with everything, especially your thesis. When you're studying for comps, it can be easy to let your thesis work fall to the wayside. Trust me, it feels great to see the entire thesis come together and turn your year of hard work into a finished product!



Riebe Balances Work and Graduate School

An interview with current student, Betty Jean “Jeanie” Riebe

Betty Jean “Jeanie” Riebe knows Rowan University well. Riebe earned her B.A. degree in interpersonal and organizational communication at Rowan and now works for the university’s division of information resources. Riebe did not have any past experience in communication, but she found the subject matter to be very interesting and decided to pursue a master’s degree in public relations.

Riebe continues to work full time while attending graduate school. As a nontraditional student, she successfully balances work responsibilities with graduate school requirements. Riebe will graduate from the program in May 2014.

Q: Where do you currently work and what is your position?

I work at Rowan’s Information Resources Technology (IRT) division as managing administrative assistant to the chief information officer.

Q: What made you decide to pursue a graduate degree and what attracted you to Rowan University’s MAPR program?

I work at Rowan University, and since tuition is a benefit for employees, I took advantage of that option. The professors attracted me to the program. I love when the professors describe their professional lives involving public relations. They are loaded with useful information.

Q: What skills do you hope to take from this program that will be beneficial to your career?

There is a lot of writing and research involved in public relations. One department in the IRT division is the Information Effectiveness, Research and Planning department, so those skills will help me in that area. All of my courses in the MAPR program make my job a little less complicated.



Q: What are some of your most valuable experiences with the MAPR program to date?

The planning and organizational skills I gain through projects and other assignments are valuable experiences for me.

Q: What are some tips on managing a successful work and school balance?

Try not to overwhelm yourself. I only took one or two courses a semester. My graduation will mark four years for me to get my master’s degree. For me, it is easier to get things done while working. I think that I will miss studying and having deadlines for my classes after I graduate.



Students Meet with PR Pros at Annual Mentor Night



On November 19, 2013, students from Rowan University’s MAPR program gathered in Bozorth Hall to meet with PR professionals for the program’s annual Mentor Night.

Mentor Night is an event that provides students with an opportunity to meet and network with active PR professionals. Each student is paired with one practitioner specializing in an industry of the student’s interest.

For two hours, students enjoy refreshments and engage in group and one-on-one conversations with their mentors. Many students prepare questions prior to the event and exchange contact information with the attendees.



From Left: Jennifer Johnston, Eric Henry, Ashley Sanders, Lee Middleburg, Kristen Siebeneicher, Don Dunnington, Ryan Morton, and David Burgin at Mentor Night 2013.



Professor Profile: Gloria Barone Rosanio

Gloria Barone Rosanio is joining Rowan University's MAPR faculty as an adjunct professor for summer 2014. Rosanio will teach a special topic summer module course on health care communication.

About the Course: Health Care Public Relations

The course focuses on the diverse and growing field of health care PR. Students will learn the major responsibilities and functions of health care PR practitioners, including campaign research, planning, implementation, and evaluation; conflicting stakeholder expectations and communication message challenges; media and digital communication; crisis communication strategies and ethical considerations.

Students will also explore how to meet the needs of multiple health care audiences and the application of various communication techniques and tactics for health care communication strategies.

About the Professor: Gloria Barone Rosanio

Gloria Barone Rosanio is in her twentieth year with Cigna Corporation, a worldwide health care service leader and Fortune 200 company. She serves as Cigna's global corporate communication and public relations director.

Before joining Cigna, Rosanio was a lifestyle writer and editor at various newspapers from New Jersey to Massachusetts. She also spent three years as a political speechwriter at the New Jersey Senate.

Rosanio has a strong interest in children's literature. She wrote and published a children's book in 2010, "Flip Flop Flo, the Know-it-All" and in 2012 started her own publishing company, Payton Press LLC. Her new book, "Pedro's Hungry Ride," debuted in 2013.

This is not Rosanio's first time at Rowan University. Rosanio also serves as a professional advisor to Rowan's chapter of PRSSA.

Her career in academia expands to other institutions. Rosanio has taught broadcast journalism at Emerson College in Boston and writing classes at Camden County College.

Rosanio has a master's degree in journalism from Penn State University and a bachelor's degree in English from Rowan University. In 2007, she earned the distinction of APR, and in 2010 she became certified in Corporate Social Responsibility.

Rosanio is an active member of the Corporate Executive Board for the Philadelphia Museum of Art and a member of the Society of Children's Book Writers and Illustrators.



**Gloria
Barone Rosanio**

Reminder: 2014 Comprehensive Exam

Important Dates for the Comprehensive Exam

The dates for the MAPR program's 2014 comprehensive exam are available for students that must meet the requirement in order to graduate.

For the comprehensive exam, students must take the written portion, prepare a case study paper, and participate in 30 minutes of dialogue about their assigned case with in front of a panel of examiners. Please see the following key dates below:

Friday, April 11, 2014 at 9:00 a.m.

Computer-based exams, room 133B in Bozorth Hall

Monday, April 14, 2014

Oral Exams

Tuesday, April 15, 2014

Oral Exams

Wednesday, April 16, 2014

Oral Exams

About the Computer-Based Exam

Students taking the MAPR comprehensive exam must report to the computer lab located in room 133B in Bozorth Hall by 8:30 a.m. on Friday, April 11. Students will sign in prior to the exam that begins promptly at 9:00 a.m. Personnel administering the exam will not permit late admittance.

Students must bring two copies of their oral case papers for entrance into the exam. In addition, students should bring the following items with them to the computer lab:

- personal memory stick to save exam progress and prevent any loss of work
- AP Stylebook and/or dictionary (one copy of an AP Stylebook will be available in the room)
- snacks and drinks to use throughout the day

The morning portion of the computer-based exam will run from 9:00 a.m. until 11:30 a.m. A lunch break will take place from 11:30 a.m. until 12:30 p.m. Students may bring lunch or leave campus during this time.

The afternoon portion of the exam will begin promptly at 12:30 p.m. and last until 3:30 p.m. Students should become familiar with the computer lab before the exam date. An instructor will be available during the exam to assist students with formatting exam pages in Word and answering technical questions.

Good luck!

PRSSA Alumni Reunion

Calling all PRSSA alumni! The PRSSA alumni event will take place on April 12, 2014 from 4:00 p.m. to 7:00 p.m. in the Owl's Nest. Reunite with fellow alumni and honor Professor Emeritus, Anthony Fulginiti. If possible, please send old photos and other memorabilia to Suzanne FitzGerald at sparks@rowan.edu or by mail to 201 Mullica Hill Road, Glassboro, NJ 08028.

MAPR Master Class

On April 28, 2014, the MAPR program will host a master class featuring trends in internal communication. The reception will begin at 6:00 p.m. followed by a panel discussion of experts in internal and employee communication.



2014 Summer Course Schedule

Touch of Class
is published by the
M.A. in P.R. program

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Glassboro, NJ 08028

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Integrated Marketing Communication & New Media

May 6-June 30, 2014 **3 credits** **Online**

Strategic Public Affairs

June 3-June 20, 2014 **3 credits** **6:00 p.m.-9:30 p.m.**
Meets M, T, W, (R online)

Internship

Internship for Academic Credit **3 credits** **TBD**

Crisis Public Relations

May 27-June 3, 2014 **1 credit** **6:00 p.m.-9:00 p.m.**
Meets M, T, W, R

Special Topics: Health Care Public Relations

June 4-June 11, 2014 **1 credit** **6:30 p.m.-9:00 p.m.**
Meets M, T, W, R

Writing Speeches

June 12-June 19, 2014 **1 credit** **6:00 p.m.-9:30 p.m.**
Meets M, T, W, R

Please visit us online at www.rowan.edu/mapr