

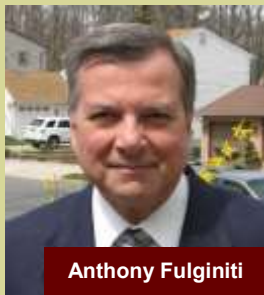
Touch of Class

News about the Rowan University Graduate Public Relations Program

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Anthony Fulginiti Retires from Teaching, Leaves Lasting Legacy



Anthony Fulginiti

After 38 years of influencing the PR field through education, Anthony Fulginiti has retired from his teaching career. Fulginiti's professional education efforts and PR curriculum have shaped the industry on both regional and national levels.

Early Career

Fulginiti started his academic career in 1976 when he joined Glassboro State College (now Rowan University). At that time, the PR program had only two PR courses and no Public Relations Student Society of America (PRSSA) chapter. With assistance from Anne Klein of Anne Klein Communications Group in Mount Laurel, NJ, Fulginiti founded the Anthony J. Fulginiti Chapter of PRSSA.

The chapter now has 1,000 alumni and has been awarded more than 250 regional and national honors, including eight Outstanding Chapter awards, which is more than any chapter in the country. In 1993, the Rowan PRSSA chapter began "Organ Donor Day" which led to a national competition for all

U.S. chapters that is still in place today.

PR Curriculum

Fulginiti's influence also helped shape the graduate PR program at Rowan. He helped initiate the offering of "module" courses of fewer than three graduate credits. Fulginiti also helped develop the advanced communication techniques course and a PR ethics course. The advanced communication techniques course gives students real-world experiences by simulating an agency setting in which students work on communication projects.

On the topic of education, Fulginiti explains he was very passionate about bringing out the best in his students throughout the years.

"The joy of teaching is not only in 'professing' knowledge and attitudes; it's also in shaping students to practice as high caliber, high energy professionals," says Fulginiti. "As you know, 'education' comes from the Latin *educare*, which means *lead out* or *draw out*. When I teach, I like to draw out student potential, train it, and hone it to as close to perfection as the student wants to take the 'educing' experience."

Fulginiti's contributions to PR professional education prove to be resourceful. His PRSA program "Seven Professional Evenings" is a series of educational sessions designed

to prepare practitioners for the APR exam.

In addition to his work with PR accreditation, Fulginiti has written for various professional communication publications to improve personal and business communication. He is a co-author of the educational textbook *Practical Public Relations: Theories and Techniques That Make a Difference* with the late Dr. Don Bagin.

Awards and Recognition

Fulginiti has earned many awards throughout his career. The Public Relations Society of America (PRSA) named him Outstanding Educator in the Nation and recognized him with about a dozen awards regarding his work with PRSSA. Fulginiti has received PRSA Pepperpot awards for significant achievements and excellence in PR education. In 1987, PRSA inaugurated the annual Anthony J. Fulginiti Award for Contribution to Public Relations Education. In 1991, PRSA inducted Fulginiti into the PRSA College of Fellows for his lifetime achievement.

Post-Retirement

In retirement, Fulginiti plans to complete many more projects, including finishing the second edition of his PR textbook, creating religious works to help others live moral lives, and spending more time with his family.

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Richter Enjoys PR Career with Penn Medicine

An interview with alumnus Greg Richter



Greg Richter

Greg Richter, communication specialist at Penn Medicine and active member of the Rowan community, remembers his experiences at Rowan as invaluable to his career. Richter earned a B.A. in public relations at Rowan University in 2009 followed by his M.A. in public relations in 2010.

While an undergraduate, Richter held various roles in the Public Relations Student Society of America (PRSSA) and PRaction, Rowan’s student-run PR firm. Richter developed his PR skills and professional network through these organizations. Richter also interned for a former governor of NJ, a former U.S. senator, American Water, and worked as a public affairs assistant at the U.S. Labor Department.

As a graduate student, Richter worked at Rowan University’s Office of Media and Public Relations to support communication initiatives for the College of Engineering. The experience and mentorship he received at Rowan’s PR office was not only valuable while pursuing his master’s degree, but also very useful in his current role at Penn Medicine.

Q: What are your job responsibilities?

I support department initiatives, contribute content to hospital newsletters, the Penn Medicine News blog, and Penn Medicine Magazine, handle media

relations for specific areas, and post content to our news site.

I also support social media efforts for the Penn Medicine Facebook page and Twitter page @PennMedNews, and support other internal and external communication efforts for the University of Pennsylvania Health System and the Perelman School of Medicine.

I am very fortunate to be part of a talented team dedicated to sharing achievements, stories, and perspectives from one of the world’s leading academic medical centers.

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

Thanks to dedicated and talented professors, the MAPR program helped me in a variety of areas. Most notably, my writing skills and overall knowledge of the industry improved.

As much as I stressed over the thesis, looking back, I appreciate the experience and believe it was beneficial. Also, the program’s module courses, such as crisis communication, delved into areas of public relations that I previously knew very little about.

Q: What are some benefits of joining the PRSA?

In addition to networking events, the PRSA Issues and Trends email has useful links and PRSA Philly’s Job Bank email

can be a valuable resource. The PRSA Pepperpots awards event is also a good reminder of the thriving public relations presence in the Philadelphia region.

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

Writing is the most valuable skill a PR professional can have. Generally, excellent writers are also effective communicators. As technology and trends change, writing will always be important.

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

The MAPR program should give you the ability to think strategically, develop a PR plan, expand your knowledge of various areas of public relations and much more.

Although those skills should be valuable throughout your career, I encourage you to consider expanding your abilities in other areas. Learn web design, how to shoot and edit video, or pursue other skills that you might not associate with the field at first glance.

Mabry Completes Program in One Year, Plans to Start Career in Louisiana

An interview with student Kathryn “Kate” Mabry



Kate Mabry

Originally from the New Orleans, La. area, Kathryn “Kate” Mabry earned a B.A. in mass communication from Louisiana State University (LSU) before

moving to N.J. to pursue her master’s degree in PR.

Mabry worked as a staff writer for three years at LSU’s student paper, *The Daily Reveille*, and then became the managing editor her last summer at LSU. She was also a staff writer for LEGACY Magazine, and interned at New Orleans’ metro newspaper, *The Times-Picayune*.

During her internship, Mabry wrote several articles about St. Bernard Parish, a parish in New Orleans that was severely damaged from Hurricane Katrina. Her stories focused on the community’s

efforts to return to normalcy after the disaster through the building’s restoration.

Q: What attracted you to Rowan’s MAPR program?

Coming from a big school like LSU, I wanted to find a program where I could build strong relationships with my professors. When I found the MAPR program, I was interested and wanted to know more. I reached out to three faculty members with questions, and I was impressed by their responsive, welcoming feedback.

(Continued on page 3)

Love Receives New Jersey School Public Relations Association Scholarship Award



Jason Love

Jason Love, a Rowan MAPR student, is the recipient of the 2014 New Jersey School Public Relations Association (NJSPRA) Scholarship award. The \$1,000.00 scholarship recognizes one student with a concentration in school public relations from Rowan University's College of Communication and Creative Arts.

Qualifying students must meet the minimum undergraduate G.P.A.

requirement of 3.2 and be in the process of pursuing graduate study in school public relations, leading to a school public relations certificate of graduate study, or earning a degree in public relations with a school public relations concentration. Students must also submit 500 to 750 word essays to NJSPRA in response to a writing prompt on the topic of school PR.

This year's prompt asked students to explain the strategies they would use to communicate the role of a local school foundation and the importance of its relationship with a community school district. Students were also asked to detail how they would help build public understanding of and support for the school foundation in order to raise funds for programs and events for students.

"I followed along to what they were looking for when I was writing my response," says Love, who focuses his courses and thesis research on school public relations. "It feels pretty good to know that they chose my essay."

Love is a marketing specialist for Camden County College at the Camden Campus. Since his enrollment in the MAPR program, Love performs more public relations tasks at his position. Love has previous work experience at Cendant Mortgage and also worked in real estate for several years prior to his marketing role. Love earned a B.A. in history from West Chester University in Pennsylvania and graduates from the MAPR program in May 2014.

He will attend the NJSPRA Conference in May 2014 to give a short presentation to members about his thesis, the MAPR program and his future plans in school public relations.

Two Students Receive Don Bagin Graduate Public Relations Medallion Awards

Kathryn "Kate" Mabry and Stephanie Cristino have earned 2014 Donald Bagin Graduate Public Relations Medallion Awards.

The award is sponsored by the Public Relations and Advertising department and honors Don Bagin, founder of the PR graduate program, to commemorate his contributions to Rowan and the field of public relations. The award is given to a graduate student who earns a high academic GPA, shows significant work or internship experience, and demonstrates potential for substantial contribution to the PR field.

"I am so grateful to be selected for the award," says Mabry. "When I joined the MAPR program, I wanted to dive head first into my experience and get everything I could out of it. I feel the award is the perfect ending to my year-long journey."

Mabry will complete the program in May 2014. She plans to move back to her home town in

Louisiana to start her career. Cristino will graduate with Mabry, and plans to continue to further her PR career in the Philadelphia area.

"I think it's wonderful that the program recognizes students that go the extra mile in both the classroom and outside of the program," says Cristino. "I believe it gives students the confidence to take their careers to the next level."

The awards ceremony took place during the 2014 College of Communication and Creative Arts Student Showcase in April.



Professor Don Bagin

Mabry Completes Program

(Continued from page 2)

Q: Where do you currently work and what is your position? Please describe your job responsibilities.

I'm the graduate assistant for media and public relations at Rowan's College of Engineering (COE), and I work closely with COE students and faculty. I spend half of my time doing traditional public relations work, like writing news releases and media advisories.

I also spend a lot of time working with social media. I try to use the COE's social

media to create a personal relationship with students. Visual social media, like Instagram and Snapchat, have become popular among younger students, so I created an Instagram account for the COE soon after I started the position.

So far, Instagram has been a hit among students, and I hope we can keep it going even after I graduate.

Q: How do you think the program will help prepare you to reach this goal?

The program offers several electives in various PR specialties, and I was able to pick the classes I found interesting. The

electives allowed me to take the public relations lessons from my required classes and apply them to a more specific area in the field – like school public relations.

Q: As you approach graduation, what advice would you give to future students entering the MAPR program?

Enjoy your classes, and fully immerse yourself into your schoolwork. If you want to go into public relations, take everything you learn in the classroom with you. Be a sponge, and do not let the learning experience pass you by.

Students Attend Master Class on Internal Communication

Public relations practitioners joined students for a master class exploring internal communication in April.

The master class panel consisted of three experts who provided insights on emerging trends in the practice of internal communication. The panel featured Don Dunnington, Coperion-KTron; Debbie Moore, Cubist Media Group; and Gloria Rosanio, Cigna.

The panelists focused on communication models, employee motivation, management communication and the impact of social media when reaching employees in the workplace. Panelists also offered advice on interviewing and entering the PR field. At the conclusion of the panel discussion, students had the opportunity to ask questions and provide commentary.

The Bagin Family Foundation sponsored a reception for panelists and students.



Panelists Don Dunnington, Debbie Moore, and Gloria Rosanio answer students' questions



Dr. Suzanne FitzGerald and a group of students listen to the panelists.



Professor Edward Moore and panelists Don Dunnington, Debbie Moore, and Gloria Rosanio discuss trends in internal communication.

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College of Communication
Rowan University
Glassboro, NJ 08028

Writer and Designer:
Stephanie Cristino
Graduate Assistant

Advisors / Editors:
Dr. Suzanne FitzGerald
sparks@rowan.edu

Professor Edward H. Moore
mooree@rowan.edu

Questions?
E-mail Stephanie Cristino at

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

2014 Fall Course Schedule

Public Relations Overview

Sept. 2-Dec.17, 2014 **3 credits** **6:30 p.m.-9:15 p.m.**
Meets on Mondays

Seminar in Public Relations

Sept. 2-Dec.17, 2014 **3 credits** **Day: 2:00 p.m.-4:45 p.m.**
Meets on Tuesdays **Night: 5:00 p.m.-7:45 p.m.**

Special Topics: How Media Affect Reputation

Sept. 2-Dec.17, 2014 **3 credits** **6:30 p.m.-9:15 p.m.**
Meets on Wednesdays

Introduction to Communication Research

Aug. 26-Oct. 20, 2014 **3 credits** **Online**

Techniques in Communication

Oct. 21-Dec. 15, 2014 **3 credits** **Online**