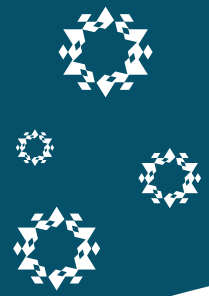


Touch of Class



Volume 20 | Issue 2

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The Times They are A-Changin' //

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Media experts joined Rowan graduate students this month in a master class exploring emerging trends in the rapidly changing practice of media relations.

The Hollybush Mansion served as a fitting location to hold an event focused on communication and media relations given its important role in the 1967 Cold War Summit. MAPR program founder, Dr. Don Bagin was the public relations director at that time for then Glassboro State College, and directly involved in helping the college plan for it and communicate throughout it.

The Bagin Family Foundation, which works to support students in the MA program by continuing many of the student activities Bagin advocated, provided support for the master class.

In today's society, the technology to instantly reach a person across the

globe requires no more than a few swipes on a phone. With this drastic change in technology and the rapidly-growing adoption of new media communication as an acceptable form of receiving and sending messages, media relations has also adapted.

The panel

The master class panel consisted of several experts who provided unique perspective regarding media relations in the past and present and what the future holds.

The panel featured: Tim Carroll, director of public information, Allen (Texas) Independent School District; Gerald Carey, news services manager, UMDNJ; Dr. Carl Hausman, professor, Journalism Dept., Rowan; and moderator Ed Moore, professor, Public Relations & Advertising Dept., Rowan.

Practical application

Prior to the start of the master class, Tim Carroll made a presentation to a group of students about the Allen Independent School District's recent creation of a high school football stadium.

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Panelists Gerald Carey, Tim Carroll, Dr. Carl Hausman and moderator Ed Moore discuss new trends in media relations

Kozloski Sees Benefit in COGS //

An interview with Jackie Kozloski, a PR professional enrolled in the IMC and New Media Certificate of Graduate Study Program

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

I currently serve as Director of Public Relations for Thomas Jefferson University and Thomas Jefferson University Hospitals in Philadelphia, PA.

I'm responsible for working with our hospital, physician and academic leadership to promote the advances made in patient care, medical education and scientific research to local, regional and national media. I act as the institutional spokesperson to the media for our three-hospital health system and six-school university and direct a staff of four.

Q: What influenced your decision to enroll in the IMC and New Media COGS program?

After working in the public relations industry for over 20 years and seeing the impact social media was making on this field, I knew I needed to better understand and embrace new communications tools such as Twitter, Facebook and LinkedIn.

Rowan has always enjoyed an excellent reputation for its public relations education, so I knew that the classes they offered, in a classroom and online, would provide a challenge that would prove to be both enlightening and professionally rewarding.

Q: How has the COGS program helped with your professional development?

With the required class, IMC and New Media, I was able to develop a plan for our newest school, the Jefferson School of Population Health. Integrating social media with traditional tactics such as print advertising and news releases added a whole new dimension to the marketing planning process. Online Public Relations helped me to better appreciate the importance of blogging and the role it plays in messaging. And with Advanced Techniques Communication it's reassuring to know that even in this digital and internet age, good, solid writing is still a must if you expect to work in public relations.

Q: What would you say to someone considering enrolling in one of the COGS programs?

If you're not sure about a master's degree but still want to refresh your skills and career, the COGS program is the way to go. The curriculum is current, the faculty is engaging and you'll leave with the skills, talents and expertise needed to keep up to date in an exciting and ever-changing field.



Jackie Kozloski

MAPR Certificate of Graduate Study Programs (COGS)

Integrated Marketing Communications and New Media provides insight into how company efforts to offer greater accountability from their marketing efforts have intensified, and how new media have proliferated.

School Public Relations offers a specific focus on the essential components of school public relations practice and helps educators and communicators become communication strategists and leaders for schools, school districts, and other educational organizations.

The Times They are A-Changin' //

Continued from page 1

Carroll expressed the importance of keeping the media in the loop and ensuring they receive the correct information in a timely manner. After an incorrect story leaked regarding the budget allocated for the stadium, Carroll's main function became pursuing media outlets and inviting reporters to visit the stadium where he would provide them with a tour of the campus and field questions about the development project.



A group of students and faculty members listen to the panel discuss new trends in media relations

Several reporters accepted Carroll's invitation and visited the campus. Carroll's overall transparency and efforts to forge relationships with the reporters allowed reporters to receive a first-hand account of what the Allen Independent School District accomplished and its goals for the future. Stories published following these visits presented the school district in a different, more positive light as the stories used fact and supported opinion rather than speculation.

The shift

A reduction in news staffing and an increase in citizen journalism has changed the landscape for building meaningful relationships with the media.

“Anyone in this room has the ability of becoming a publisher tomorrow. There is a good chance someone in this room is already a publisher”

- Tim Carroll

People now have the ability to pick up their phone and make a post visible to the world about anything. The power and control has gone from solely organizations and media outlets to individual citizens with smart phones and laptops. Despite who might report the news, the importance of sending out the right information in a timely manner still exists.

The idea of face-to-face relations between the media and public relations practitioners has become almost archaic. Journalists depend on organizations producing and sending quality content to them ready for publication.



Moderator Ed Moore and Dr. Carl Hausman discuss the importance of writing in employment searches

Because of an increase in information and on-going deadlines, it is very easy for a story to get lost in the overall cloud of information. “I used to be able to pick up a phone and call the person on the other end by their first name, now media outlets prefer you send whatever information you’re reporting to an email address. The only way you know they actually received and read it is when they email you or call you back,” said Gerald Carey. The personalization attached to media relations no longer exists.

It's not what you say

The panel closed its discussion speaking about the importance of knowing how to write. No matter which channel you use or what year it is, if you cannot communicate the message in a clear and distinct way, the attempt to communicate will be ineffective.

Knowing your audience and crafting content they find interesting and beneficial will assist in the dissemination of your messages.

Organizations look for individuals who understand how to communicate. Knowing how to write effectively could be the difference between landing a job or not.

Costanzo Presents in Miami //

Graduate student Matthew Costanzo presents his thesis paper with professors Dr. Suzanne FitzGerald and Dr. Joseph Basso at the International Public Relations Conference in Miami

Matthew Costanzo presented his thesis paper, titled “Comparing the efficacy of new media communication in nonprofit, for-profit, government and education organizations,” on March 10, at the 16th International Public Relations Conference (IPRRC) in Miami. The conference focused on the use of new media communication in the public relations industry and invites students, professors, researchers and practitioners to present their work.

“Having the opportunity to work with and present the paper with my professors while calling the other public relations researchers in the room my peers was truly an amazing experience that I will never forget,” said Costanzo.

A proceedings of the conference will be published in April and feature Costanzo’s thesis paper.

For more information on the IPRRC conference, visit www.iprrc.org



Dr. Suzanne FitzGerald, Matthew Costanzo and Dr. Joseph Basso present their paper at the 16th IPRRC

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Summer Schedule //

- 2 credits...Fundraising and Development
- 1 credit.....Planning/Conducting Special Events
- 3 credits...Organization PR Management/Counseling (online)
- 3 credits...Strategic Public Affairs
- 3 credits...Internship



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