

Touch of Class

News About the Rowan University Graduate Public Relations Program

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Welcoming New Graduate Advisor: Dr. Bokyung Kim

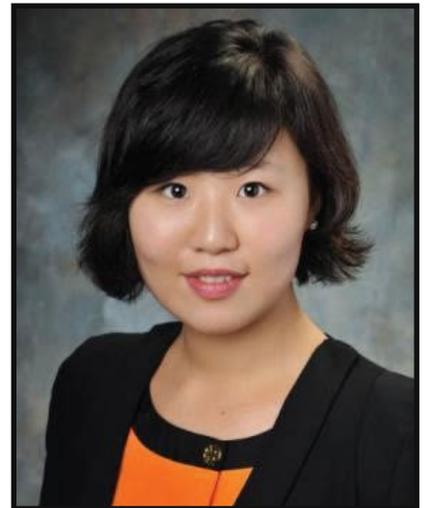
The College of Communication & Creative Arts welcomes Dr. Bokyung Kim as the department's new Graduate Advisor. Dr. Kim has dedicated her life to education and the pursuit of professionalism in all aspects. The journey to her current position is unlike most others. She began her educational career in her home of South Korea, securing an undergraduate degree in Mass Communication from Handong Global University. This led her to work as a consultant for various profit and nonprofit organizations throughout the area.

With a desire to advance her understanding of the field even further, she found that the most effective way to achieve her goals was to continue her education in the United States. Leaving her home country, she attended Michigan State University, earning her M.A. in Public Relations and then continued on to the University of Missouri where

she completed the final phase of her education, a Ph.D in Strategic Communication.

Dr. Kim has worked as a highly respected professor of the College of Communication & Creative Arts for many years, specializing in classes such as Introduction to Public Relations and Advertising Research. Her dedication to her students' success has propelled them forward to such an extent that many of their research projects have been recognized on the professional level at the International Public Relations Research Conference, more popularly known as the IPRRC.

Dr. Kim is ready and willing to assist any graduate level public relations student. Her skills and expertise in the areas of public relations, mass media, and strategic communication give her a secure understanding of the field, and also what it is like to earn a graduate degree and beyond. (Continue reading on page 2)



Dr. Bokyung Kim, Graduate Advisor of the Master's Degree in Public Relations (MAPR)

In This Issue—

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- Student spotlight
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Interview with Dr. Kim continued...

What does it feel like to hold the position of Graduate Advisor for the MAPR program? What does it mean to you?

“Recently, I attended the Graduate Informational Social where I had a chance to meet with our grad students – although I wish I could meet many more. That day reminds me of the day that I first met my graduate advisor, Dr. Glen Cameron: He said a good advisor would be a mentor. Just as he mentioned, he helped me in every aspect of my doctoral life, and without his guidance I could not have accomplished this much.

Meeting such a great mentor has inspired me to visualize myself as a good professor, my career goal.

In short, I would like to say the same thing to our M.A. students. I will do my best to be a good mentor for you in supervising your research, providing insightful feedback and directions, helping you assemble a good thesis committee, and mentoring you throughout your career.

In your opinion, what is the hardest part about completing a graduate degree?

“I would say maintaining a good balance between work and life and writing a thesis (and further, a dissertation) would be the two most difficult parts about completing a graduate degree.

Completing coursework and working as a research and teaching assistant (an internship, a full-time worker, etc. in your case) requires labor pain. Whenever recalling the five years of my graduate life,

I could not have survived those days without coffee and Red Bull. I was a single at that time; still, I struggled with work-life balance.

Another labor pain is writing an original thesis. I believe all of you are good learners; however, writing a thesis is the most difficult stage that every graduate student has to go through. Submitting your thesis seems like running to a marathon finish line. You are in pain emotionally and physically drained. You are alone. I felt the same way when I wrote my thesis and dissertation – feeling so helpless and irritated as I could not see the end. But, you will definitely see the end.”

What advice, or comforting words, do you have for first semester graduate students just delving into the world of graduate level learning?

Again, I would advise you to maintain a good work-life balance. You will get stressed out easily, but, if you can invite more and more positive energy into your life by doing hobbies or dedicating yourself to other activities, you will achieve more and more during your graduate life.

Also, famous eight words to my students: “If I could do it, you can do it!”

Never, never, never give up!!!

Always do your best in both coursework and extracurricular activities. Challenge yourself to try out something new – writing your research papers to submit national conferences, applying for internships and other work experiences, and so forth. Then, you will not only earn a degree, but also be able to see yourself growing into a better professional.



Dr. Kim at Rowan University

Get Involved

Use and practice skills you acquire in the classroom. Take advantage of Rowan's student organizations.

PRSSA stands for Public Relations Student Society of America. Rowan University's PRSSA chapter, named after Professor Anthony J. Fulginiti recently won Star Chapter at this year's National PRSSA conference. In addition President Katarina DeFelice won the Gold Key Award, and Presidential Citation.

PRSSA gives you the opportunity to network with industry professionals, pursue potential jobs and complete portfolio work. Contact Director of Recruitment Samantha Richmond at richmonds3@students.rowan.edu

PRaction is Rowan University's award winning student public relations firm. PRaction works within the Anthony J. Fulginiti Public Relations Student Society of America (PRSSA) Chapter to give students hands on public relations experience. The firm helps clients meet their goals by developing strategic communication campaigns. As well as providing various services from its Research, Creative, Promotions & Events, and Media Departments.

Lambda Pi Eta is the official honorary society for communication students. It requires that all students become active in the communication field and supporters of their program. For more information contact Dr. Joy Cypher at cypher@rowan.edu

Student Spotlight

Kaitlyn Adams: Alumna of Rowan University gone grad student

Kaitlyn Adams, a recent Rowan University Alumna, has decided to continue her education with the Masters of Public Relations (MAPR) graduate program, within Rowan's College of Communication & Creative Arts, on a one-year track.

Throughout her undergrad, Adams secured many valuable experiences in the field while working with Rowan's Office of Media and Public Relations, and being an active member of the University's chapter of the Public Relations Student Society of America (PRSSA). Through PRSSA, Adams served on the executive board, wrote and edited the chapter newsletter *Promo*, and attended the PRSSA National Conference.

After graduating with her B.A. in PR and American Studies from Rowan University in May of 2016, Adams accepted a job as the Public Relations Coordinator for Six Flags Great Adventure in Jackson, NJ. There she facilitated the "Six Flags Friends" program for charitable donations, helped create content for social media, and assisted with media visits and events.

Knowing she wanted to pursue a master's degree in PR, Adams's left Six Flags, returning to Rowan University in the fall.

Adams's anticipated graduation date is May 2017, and she hopes to travel to Europe before starting a full time job in the public relations field.



Kaitlyn Adams,
graduate of the College
of Communication and
Creative Arts - May
2016

Student Spotlight

Alyssa Klinger: 2nd year graduate student from Fairleigh Dickinson

Alyssa Klinger is a member of the Rowan University Masters of Public Relations (MAPR) graduate program, within the College of Communication & Creative Arts.

Klinger began her educational career at Fairleigh Dickinson University (FDU) College at Florham, graduating in May of 2015 with a B.A. in Communication Studies with a concentration in Radio & TV Broadcasting. While attending FDU, Klinger worked as a Programming Intern for the Howard Stern Show at Siriusxm in NYC.

Currently, Klinger holds the position of Graduate Coordinator for Housing Assignments in the office of Residential Learning and University Housing under the Division of Student Life.

After her anticipated graduation in May of 2017, Klinger's goal is to apply for a job at NBC Universal, or the Disney Corporation. Klinger said, "I am currently applying for the NBC Page Program in NYC and my dream is to land a career in television production or broadcast journalism."



Alyssa Klinger,
graduate of Fairleigh
Dickinson University -
May 2015

Q & A with a Pro: Darrah Foster Philadelphia Public Relations Association (PPRA)



Darrah Foster 2012 Rowan graduate (middle), Senior Associate at Anne Klein Communication Group received the Philadelphia Public Relations Association's (PPRA) 2016 Fast-Track Award in June. The award honors a PPRA member who has made great contributions to the organization, the profession and the community, and who exemplifies PPRA's vision for the future.

Why is joining PPRA so important for students/recent graduates?

First and foremost, you are investing in your future. Although cost is often a deterrent for students to join a professional organization, the investment is worth much more than the cost. For only \$60, students have access to potential future employers, have the opportunities to network with members, can attend PPRA's educational and social events and will even receive a membership and media directory. The membership and media directory is like having business cards in one book. The most valuable aspect of this, for me, is the Philadelphia-media directory! Additionally, the Mentorship Program is available

to all levels, but it is a valuable resource for students because you can get matched with a seasoned PR pro and find rewarding ways to navigate the Philly PR industry. There are many more reasons, which is why I attached the "Top 10 Reasons for Students to Join PPRA" (refer to page 6).

What current Board Position do you hold?

I currently serve as a Director on the Board of Governors. The term is for three years and will expire in 2019. This role changes each year with each president. This year, our current President Ashley Berke asked me to assist with PPRA's Mentorship Program as well as assist the Membership committee.

For the PPRA Mentorship

Program, I work with the committee to identify the most appropriate mentors for each mentee. I truly believe having a mentor you can ask questions to is one of the best ways to not only get insight from an industry pro, but also to get introduced to PPRA members.

I assist the Membership committee by reaching out to members who have not renewed their membership. This typically entails signing up for a handful of folks by email, then follow up with a phone call, if necessary. Additionally, I act as a membership liaison at our programs to share with attending non-members the benefits of joining PPRA. (Continue reading on page 5)

Interview with Darrah Foster continued...

Do you serve on any committees? If so, which ones?

I also serve on several other committees, including the College Relations Committee, Gold Medal Committee and Awards Committee.

I help the College Relations Committee plan, promote and execute the two annual student/young professional events each year. Networking 101 is held in the fall and Careers 101 is held in the spring. Networking 101 is a program designed to provide students and young pros the tools to network effectively. Typically, a keynote speaker will provide expert advice on how to prepare for a networking event, how to make a memorable first impression and how to navigate an event. Following the keynote address, students will then put that knowledge into practice in the speed networking portion of the event. Attendees will move from table to table asking questions and networking with the region's top professionals consisting of all sectors and experience levels, including corporate, nonprofit, agency, healthcare, sports and more.

Careers 101 is an opportunity for students and young pros to meet and hear from PR pros across many sectors of the industry. During a the panel discussion, attendees will receive insight about the realities of working in PR, as well as tips on how to stand out in the difficult job market. Following the panel discussion, attendees can mingle and discuss one-on-one with the panelists and other PPRA members. Additionally, attendees can bring their resume to be critiqued by a PPRA professional for valuable feedback.



What is your overall personal experience?

I don't even know where to begin. PPRA has been an instrumental part of my growth as a PR professional. I graduated Rowan University in 2012, and I wish I had heard about PPRA as a student. If I had, I would have joined sooner. My former boss at the Independence Seaport

Museum was a member, and she informed me there was a need for committee members to assist on the College Relations Committee. She pretty much "volun-told" me to join, and I did! It was a decision I never regretted.

After almost five years as a member, I have worked alongside with and met some of the best and brightest folks this industry has to offer. I truly mean that. One of the best parts of being a part of this organization is sharing information about the organization that has offered me so much. My confidence has grown substantially from my AJF PRSSA days, which was also a key point in my growth. Joining committees and attending educational and networking events really does build confidence. Now, I can go to a program or event, no matter what organization hosts it, with confidence and the tools to network.

Top 10 Reasons for Students to Join PPRA

According to ppra.net

1. Access to future employers – With a cross-section of about 300 members, PPRA provides access to the region’s top public relations professionals (many of whom could be your future boss!).
2. Networking! – PPRA offers numerous networking opportunities throughout the year. They are a great way for students to start meeting public relations professionals, members of the media and other students who are serious about the communications industry.
3. Educational and social events – At PPRA events, you can mingle with new PR professionals as well as seasoned, established PR mavericks. Students are welcome to attend the happy hour social programs (if of age, of course!) and learn more about new communications tools and trends at educational programs featuring top PR practitioners, media professionals and newsmakers from around the city.
4. PPRA Membership and Media Directory – PPRA members receive the annually updated PPRA Membership Directory, which contains contact information for every member. It’s like having 300 business cards in one little binder! You also will have a valuable resource at your fingertips with our print and online Philadelphia-region media directory!
5. Valuable resources – Students can post their resumes, get insightful tips and advice from PPRA members, and learn about job, internship and volunteer opportunities on ppra.net. Plus, you can stay on top of emerging trends and industry news with our e-newsletter, podcasts, blog and Facebook page. You’ll also receive a free subscription to Philly AD NEWS magazine, Greater Philadelphia's most comprehensive news source for the communications industry.
6. Mentoring and community outreach – Get matched with a seasoned PR professional through our Mentorship program and find rewarding ways to give back to the community with our Philly PRoactive program!
7. Careers 101 – This annual PPRA event held in the spring is not to be missed! Students from schools throughout Greater Philadelphia gather to hear a panel of PR experts discuss their careers and the public relations industry.
8. Dr. Jean Brodey Award – The Dr. Jean Brodey Student Achievement Award is given annually to a college junior or senior who has exhibited outstanding professional promise in the field of public relations, has an excellent academic track record and contributes to his or her community.
9. Looks great on a resume – Involvement in professional organizations like PPRA is a wonderful way to get involved in the field and set yourself apart from others when competing for an internship or job.
10. Committee experience – Students looking for ways to enhance their resume and portfolio are welcome to volunteer on a PPRA committee. It’s also a great way to meet PR professionals from the area’s top organizations!

Faculty Spotlight: Dr. Ashley Pattwell



Dr. Pattwell, new professor at Rowan University

The College of Communication and Creative Arts celebrates more than just 50 years of excellence this academic year, by welcoming its newest Professor Dr. Ashley Pattwell.

Soon after completing her undergraduate education at Muhlenberg College, Dr. Pattwell worked at a large Manhattan PR agency conducting issues management and crisis communication.

Prior to coming to Rowan University, she completed her doctoral work at Drexel University where she has taught for the past six years. Dr. Pattwell's research explores online celebrity mourning by using grief as a lens to explore celebrity/fan relationships, fan communities and consumer culture. Her other research interests include critical branding studies and popular culture.

Transitioning from Drexel's "Mario the Magnificent" to Rowan's "Prof," Dr. Pattwell says "I am particularly looking forward to my role as the advisor for the

Rowan chapter of the American Advertising Federation (AAF). We are participating in the organization's national student advertising competition in the spring; our work is underway and the students are putting together a really impressive campaign!"

When describing what it means to be a professor she said, "as an instructor, I am inspired by the discussions, ideas, and creativity that I see from students. I am fortunate to learn as much from them as I teach them. That is what drives me to hopefully be helpful to them, in-turn, while they pursue their educational and career goals."

"Even from the brief time I have been at Rowan, I can tell the school and its students are resourceful and driven. Which is really exciting as a new faculty member."

Offering a piece of advice to students thinking about graduate school Dr. Pattwell states: "Do your homework! A graduate education shouldn't be looked at as a stop-gap to pass time or a place to go if you aren't sure of your future career plans. Make sure you understand what the program offers, how it will be a good fit for you, and what sorts of career opportunities it might open up. For students that are currently pursuing a higher degree: Be open to all the expertise and experience you can gain while you're in school. You never know what might be the spark that sets you down a new, exciting path."

The College of Communication and Creative Arts is excited to welcome Dr. Pattwell and can not wait to see all that is accomplished in the 2016-17 academic school year.

What is Mentor Night? MAPR Students match with program alum

Attention all public relations graduate students:

Keep Nov. 15 free for Mentor Night. You do not want to miss this event.

Mentor Night is a small reception, when alumni currently working as public relations professionals return to Rowan and answer questions about the field.

Mentor Night is an opportunity to ask all of your burning questions about searching for jobs and starting out. Each student is paired with a professional based on the student's interests. Since you will meet professionals, Mentor Night doubles as a great time to network. It is never too soon to start thinking about life after graduation, so bring a resume and dress appropriately in business casual attire.

Look for more information about Mentor Night via email. Remember to keep Nov. 15 open!

A student from last year said "Mentor Night allowed me invaluable one-on-one time with an expert in the field. "

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The *Touch of Class* newsletter is published by the M.A. in P.R. program College of Communication & Creative Arts Rowan University.

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Program Additions

Winter Courses

IMC and New Media:

3cr.
Online- 4 weeks
December 21-
January 16
Dr. Holtzman
CRN: 10038

Special Topics; Event Management:

3 cr.
9 days; 4 hours a day
January 3- January
13
10 a.m.—2 p.m.
Dr. Vilceanu
CRN: 10036

New Spring Course

**Organizational
Public Relations
Management: 3cr.**
Online
Dr. FitzGerald
CRN: 24330

Summer Courses

**Strategic Public
Affairs: 3 cr.**

Internship: 3 cr.

**Using Electronic
Media in Public
Relations: 2 cr.**

**Crisis Public
Relations: 1 cr.**

**Polls & Surveys: 1
cr.**



Get Connected

Connect with fellow Rowan public relations graduates and students through our new Facebook group. Share job leads, internship information or ask PR-related questions. As a closed group, only other group members can see your posts or replies.

Link: <http://www.facebook.com/groups/953191958095248/>