

# Touch of Class

News About the Rowan University Graduate Public Relations Program

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## Professor Takes Expertise and Knowledge to the Graduate Level

Alison Novak studied Public Relations as an undergraduate at Marist College. Following graduation she worked as a media relations consultant for the Hudson Fulton Champaign Quadricentennial Commission. The Hudson Champaign Quadricentennial Commission, part of the New York Governor's office, crated the 400th anniversary of New York's celebration.

Novak's intended to work in Fashion Public Relations, but missed learning and talking about public relations. This desire led her to earn a Ph.D at Drexel University in Communication, Culture, and Media.

Following graduation from Drexel, Novak worked at Temple University for one year in its communication program. This academic school year marked Novak's second year at Rowan, and provided the opportunity to take her expertise to the graduate level teaching Public Relations Overview.



Dr. Alison Novak, undergraduate and graduate professor in the College of Communication and Creative Arts

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### **Q: What is your favorite aspect of the graduate level?**

**A:** I think you get a different type of investment from students in classes which is exciting. Students are there with very specific goals they want to accomplish as opposed to the undergraduate students that are doing more "soul searching" to try and discover their interests.

### **Q: What is your favorite aspect of Public Relations Overview?**

**A:** I like the mix of students; you have students that have a degree in PR, who have work experience, who have never taken a PR class before, and students majoring in other fields.

### **Q: What does Public Relations Overview offer graduate students?**

**A:** I think it is a great overall review of all the areas in public relations. It is a good background to start helping you prepare for the comprehensive exam in April.

### **Q: What advice do you have for students graduating from the master's program and entering the work force?**

**A:** Make sure the job that you take is the one that fits your interests, since it is a good goal to stay for two years. You don't want to set yourself back by taking a job that you don't really want, and then feel stuck there.

### **Q: What are the benefits of a master's degree?**

**A:** It shows an employer that this isn't just a job you are applying for, it's a career. It gives you more background knowledge to solve more complicated problems, rather than refer to someone else, you get to do them yourself. You can specialize in a more specific area, rather than just doing the breath of the body of knowledge, you get the depth for that specific knowledge.

### In This Issue—

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- 10 Tips to help you stay motivated to Graduation

## 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

Catherine Baxter: 2nd year grad student from Montclair Univ.

Catherine Baxter, is a final semester student in Rowan University Masters of Public Relations (MAPR) graduate program, within the College of Communication & Creative Arts. Baxter began her educational career at Montclair State University, graduating with a dual B.A. in Public Relations and Journalism. To expand her knowledge of the field throughout her undergraduate degree, Baxter interned for two privately-owned public relations firms, and worked for almost five years as the News Editor for a local Montclair newspaper, *The Montclair Dispatch*.



Currently, Baxter holds the position of Resident Director in Residential Learning and University Housing at Rowan, and oversees the first-year side of Holly Pointe Commons. Holding this position for the past two years, Baxter has also managed to complete a Certificate of Graduate Study in School Public Relations.

With her anticipated graduation in May of 2017, Baxter is currently on the hunt for a job to begin her career in public relations. Baxter hopes to find employment in university administration while using what she has learned in school communications to become involved with student leadership and development.

## Student Spotlight

William McCool: Alumnus of Rowan University gone grad student

William McCool is a member of the Rowan University Master's of Public Relations (MAPR) graduate program, within the College of Communication & Creative Arts.

With his sights set on public relations, McCool was accepted into Rowan University's PR program. During his time as a Rowan undergrad, McCool became a student worker with Rowan Global Learning & Partnerships. This opportunity led to the full time job as an Instructional Designer position with Rowan Global after graduating with his B.A. in 2010. With a desire to continue his education in PR, he enrolled in Rowan's MAPR program. With a passion to succeed in higher education, and potentially become an adjunct professor, McCool overcame the adversities attributed to working a full-time job while completing a degree. McCool will graduate in May with his master's knowing full well that the struggle was worth the reward.



# MAPR Alumni Panel

On Tuesday, February 7, the Public Relations Graduate program held its annual College of Communication and Creative Arts MAPR Advice Panel. Four alumni from the MAPR program came back to campus to speak with current graduate students about their experiences with completing the thesis and studying for the comprehensive exam simultaneously. In addition to the tips and tricks students received, the panelists gave insight on what it means to have a master's degree while working in the field.



Kerri Gatling, Stephanie Cristino, Diane Johns, and Victoria Woodside (pictured left to right) created a diverse panel of female public relations professionals who graduated from the program between 2015 and 2016. With relatively fresh insights on the program and the workforce, the students and panelists enjoyed themselves as they asked questions back and forth; relating to one another's experiences.

Each student left the Alumni Panel with a wealth of information in mind as well as in hand. Several copies of past comprehensive exams were given out to assist the graduate students with their studying efforts. Throughout this event, the panelists and students learned a great deal from each other about the program and what it can provide in the future. The skills and techniques learned from this conversation succeeded when all current graduate students passed both the written and oral portions of the comprehensive exam this April.

## Advice Panelists—



Stephanie Cristino - MA 2014 - Technical Writer at Hill International, Inc.



Victoria Woodside - MA 2016 - Account coordinator at N6A



Diane Johns - MA 2015 - Internal Communications Manager at American Water



Kerri Gatling - MA 2015 - Manager, Talent Networks at New Jersey Department of Labor & Workforce Development

# MAPR Students Theses Topics

**Kaitlyn Adams:**

*College Selection in the 21st Century: The Efficacy of Admissions and Recruitment Strategies*

**Nicole Baus:**

*Overcoming Cross-Cultural Barriers in Crisis Communication Planning*

**Catherine Baxter:**

*The Most Effective Way to Communicate with Residential and Commuter Students at Rowan University*

**Krista Cornew:**

*An Analysis of the Alternative Black Friday Movement and the Effects on Consumer Buying Behavior*

**Nicole Hurban:**

*Social Media in the Workplace: Bridging the Gap Between Generational Groups*

**Alyssa Klinger:**

*Celebrity Controversy: An Analysis of Brand Reputation and Endorsements*

**Timothy Louie:**

*Predicting Radio Trends: An Analysis of Recent Trends in Radio Governance and a Model for Predicting Future Trends*

**William McCool:**

*NFL Scandal: An Analysis of Player Behavior and its Impact on the Athletic Community*

**Nadya Rivera:**

*The Role of Emerging Media in the 2016 United States Presidential Election*

**Chelsea Skinner:**

*Crisis Management During NCAA Student-Athlete Arrests: Ethical Standards and Their Use in a Crisis*

**Alyssa Wildrick:**

*How Endorsers Respond to the Negative Behavior of Sports Figures: An Analysis of Olympic Athletes and Scandal*

## Summer Modules 2017

Course: IMC & New Media Online

Session: May 2– June 26  
3 credits

Dr. Holtzman  
CRN: 30018

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Course: Strategic Public Affairs  
In-person 301 High Street Rm 216

Session: May 15– June 2  
When: MTWR

Time: 6 p.m.—9 p.m.  
3 credits

Professor Moscatelli  
CRN: 30016

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Course: Polls and Surveys

In-person: 301 High Street Rm 305  
Session: June 5– June 8  
When: MTWR

Time: 6 p.m.– 9 p.m.  
1 credit

Dr. Novak  
CRN: 30017

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Course: Using Electronic Media in PR

In-person: 301 High Street Rm 305  
Session: June 12– June 22

When: MTWR  
Time: 6 p.m.—9 p.m.  
2 credits

Dr. Pattwell  
CRN: 30015

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Course: Internship

3 credits

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*Register today!*

## 10 Tips to Help You Stay Motivated to Graduation



1. Make small deadlines instead of taking on a massive task at once. Budgeting your time in this way helps you stay on task and not become overwhelmed by what is at hand.
2. Keep the end-game in mind. Staying focused on your goal is a great way to help stay motivated.
3. Connect with those around you. Connecting with advisors and professors can help you stay on track because they want you to succeed.
4. Believe in yourself. Don't lose hope when times get tough. You are stronger than you think.
5. Plan ahead, and get into the groove of having a schedule. Getting into the routine of having a schedule helps you keep focused on completing projects and assignments so you can have time to relax.
6. Study with a buddy. Studying for large tests like the comprehensive exam can be tedious and even intimidating. Studying with a friend, or a group from your program, can keep you focused, engaged, and more willing to learn.
7. Take a break. Working yourself into the ground is not a productive work strategy. Taking breaks allows your mind to relax, gives you time to create new ideas, and get back on track while studying.
8. Have a leg up on the competition. Remember that having a master's degree can give you a leg up on the competition when entering into the workforce, and looking for a promotion.
9. Rely on your family and friends. Family and friends can be great motivators when it comes to completing a task like getting a master's degree. If you need help, or even a pick-me-up, do not be afraid to ask.
10. Reward yourself. Remember to always reward yourself for a job well done. No matter how small, a victory is a victory.



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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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## 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/>



**Rowan University**  
COLLEGE OF COMMUNICATION  
& CREATIVE ARTS