

P R O M O

PRSSA - ROWAN UNIVERSITY
ANTHONY J. FULGINITI CHAPTER

ISSUE TWO

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OCTOBER 2008

Detroit, Here We Come!

The 2008 PRSSA National Conference “Driven to Distinction,” in Detroit, is a five day professional development and networking event where students and practitioners from across the country meet to discuss the field of public relations, new trends in the industry and skill building tactics. Attendees will discover new ways to improve their Chapters, define their leadership styles and prepare for the future. Conference highlights include: Professional Development Sessions, Resume Critiques session, Career Development Exhibition, PRSA General Sessions, interactive panels, evening socials, Chapter Development Sessions, Officer Roundtables, networking opportunities and much more!

Conference is a great way to meet tons of people, and learn how to be on the cutting edge of our field. The diverse program for this year’s conference offers something for everyone. Take a proactive approach to your future – attend PRSSA’s 2008 National Conference. Don’t miss out on all the Detroit City fun this October!

Carroll Mattiace
National Liaison

Save The Dates —



October 24-28 ♦ PRSSA
National Conference in Detroit



November 4 ♦ Election Day



November 10 ♦ Darfur
Day, Student Center Pit

Darfur Day Update

The Darfur Committee is working diligently to provide the Rowan community with an exciting and educational event. In collaboration with other non-PRSSA members and other organizations, the committee plans a unique and informative day. The schedule highlights presentations including a survivor of the Darfur to speak.

Raffles and prizes are also planned, along with T-shirts for sale. All proceeds will go to the Darfur.

It’s not too late to be part of the Darfur awareness committee! Meetings are held every Wednesday at 9:15 p.m. in Bozorth room 114. For more information contact our VP of Advocacy, Leia D’Amboise at Leiadamboise@gmail.com

Leia D’Amboise
VP of Advocacy & Diversity

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Wake Up And Smell The Coffee

Progressive Coffee House is Glassboro's newest local business, and one of PRaction's fall 2008 clients. They are celebrating their grand opening on Friday, Nov. 15. PRaction aims to inform the community about the coffee house and create anticipations for its opening.

Located at 208 West High Street, Progressive Coffee House strives to provide the community with an escape from the "daily grind." They want students, faculty and members of the Glassboro community to find comfort and fun in their store.

Account Manager Colette Brosky said, "We are working on producing a flier to help promote Progressive Coffeeshouse and get their name on and around the campus. We are also writing a news release about the new coffeehouse letting everyone know who they are and what they have to offer." PRaction will also hand out 1,000 loyalty cards and key chains loaded with one free coffee each the week before opening, to get everyone excited about the coffee.

<http://www.progressivecoffeehouse.com/>



Christina Marcus
PRaction President

Today's Speaker

Meet Ken Gedaka: Director of Communications for Rohm and Haas Electronic Materials in Newark, Delaware

Ken Gedaka joined Rohm and Haas Company as the Bristol Site Public Affairs Manager in May 1993. He was named Manager of Employee Communications for the Central Engineering Division and Corporate IT group in 1998, and a year later joined the Morton Integration Team as Communications Manager following the acquisition of Morton International. Ken moved to the Technology Community as Communications Manager in September 1999, where he developed and refined new methods of employee communications using web-based technologies.

In 2005, he was named Director of Communications for the Electronic Materials business group, where he and the communications team provide internal, external, customer, creative, and crisis communications support for the \$2 billion global business.

Prior to joining Rohm and Haas, Ken held a variety of corporate and issues communications responsibilities with The Dow Chemical Company in Michigan and Louisiana. He earned a B.S. degree in Journalism from West Virginia University, and resides in Mullica Hill, NJ with his wife, Lisa, three daughters and a son.

Erin Phillips
VP of Special Events

Who Could It Be?

Did you guess which Eboard member last month's unusual fact belongs to?

"I don't eat or drink anything that is white!"

It's our very own Meghan Mitchell, Local Liaison!



Guess Who?

Didn't guess Meghan? Try again! Which Eboard member does this fact belong to?

"I was a cheerleader for one night in high school!"

Rack your brain again and stay tuned to November's issue for the surprising answer.

You Chose PR, Now What?

Whether the choice came naturally to you, or you agonized over choosing a major, the wonderful world of Public Relations is waiting for you. Because there are many paths on the PR road, a few of your fellow PRSSA members have shed some light on different careers in the field as well as minors that enhance your education.

Types of Public Relations Careers

Within public relations is a world of opportunities. The road you choose to go down in your public relations career can be broad or specific. It all depends on your interests and where you see yourself fitting in. A number of specialties exist in the field of public relations. Below I will give a brief description of popular types of public relations, so you can decide where you see yourself in your PR future.

- ♦ **Event Planning** – This is the planning and execution of a festival, ceremony, competition, party or convention. An event planner is responsible for every detail of an event from beginning to end.
- ♦ **Entertainment/Sports PR** – These two types deal with publicity, reputation building, and promotion of a person, company, product or event.
- ♦ **Government PR** – An aspect of relationship building between an organization and the government. It especially involves the flow of information to influence public policy decisions.
- ♦ **Financial PR** – This specialty is responsible for building relations with investors, financial analysts and stock exchanges.
- ♦ **Health care PR** – These practitioners are the intermediaries between hospitals, insurance/ pharmaceutical companies and the media.

Although public relations may be comprised of many different parts, the key objective is still the same in all fields. Public relations will always be “Who we are; What we think about ourselves; What we want to do; and why we deserve your support.”

Erin Phillips
VP of Special Events

Consider A Complementary Minor

You chose public relations. Now what? Well, you made a great decision regarding your future. The PR field is vast and gives you many choices depending on your interests and/or your career aspirations. Therefore, you can choose to work in an agency, or for a non-profit organization, or for the government, or for a school district, or for a hospital etc...

However, in order to broaden your horizon and put more eggs in your basket, you can choose a minor in a different field.

Interested in starting your own business? You can minor in business management, for instance. A minor in business management will train you in the fundamentals and help you start and run a successful business.

Running a business is not your thing? Don't panic! You can also choose a minor in journalism if writing for newspapers or being a reporter fits you. My journalism professor at Camden County College, Mike Mathis, once told me that “to be a good PR person you have to start in journalism.”

Thus, a minor in journalism will help you learn the trade and also help you know how to interact with journalists. Give them what they want when they want it.

Next, choosing a minor in English won't hurt. As a Frenchman, I can testify that English is not an easy language to learn and to master. A minor in English will give you an excellent grasp of the language and fulfill one main PR requirement, i.e. being an excellent writer.

Additionally, you can choose a minor in a foreign language or international studies concentrations (I minor in Spanish, and French is my first language) if you are interested in international PR. We live in a global world; therefore, the ability to communicate in many languages is definitely an asset to complement your PR education.

To sum up, no matter what area PR area you decide to work in or any minor you choose, know that you will board in an amazing career where every day will bring many surprises. So, good luck future PR Gurus.

Phil Koffi
General Member

So Many Decisions: How Do I Choose?!

The public relations field has numerous career options to choose from and the search for a specific path seems just as tedious as figuring out your major. I had the privilege of interviewing two recent Rowan graduates. Rosie Braude, former PRSSA president, decided to take on graduate school while Erik Mathisen, former VP of PRaction, became a part of what could be considered today's most crucial public relations field – finance.

The Decision to Stay in School: with Rosie Braude

Q: Why did you decide to major in PR?

A: I knew that I wanted to pick a career that I would enjoy for the rest of my life. One day, I was at home watching a movie on ABC Family, "This Time Around." I love the main character's job. She works for a PR agency and is helping open and launch a new restaurant. She gains media coverage and plans the opening. In other scenes, the main character works in brainstorming sessions to market and pitch new products. Her job just seems so interesting and like something I would enjoy doing. After that, I started researching universities with public relations programs and found myself at Rowan.

Q: What activities did you become involved in to enhance your college experience with PR?

A: I tried to take every opportunity that was set before me. I joined PRSSA the Spring semester of my sophomore year. I ran for the 06-07 E-board and I served as the 07-08 PRSSA president. I was also part of the committee for the PRSSA 2007 National Conference in Philadelphia and the coordinator of the 2008 Rowan PRSSA Regional Activity.

Q: What lead you to make the decision to enter grad school, instead of entering the career world?

A: I felt like I still had so much to learn and I knew that it would be highly unlikely for me to go back to school later on in life. I attended a networking event almost three years ago where I met the Director of University Events here at Rowan. I asked if she had a student worker position available. She said yes and hired me the next semester. I've worked in that office for two years and now serve as their graduate assistant while attending Rowan's PR master's program. Rowan pays for my tuition and I receive a \$4,000 stipend for the year.

Q: What field of PR are you looking to start your career in?

A: I have an extensive background in special event planning. I love the detail-oriented, problem-solving nature of the field. I'd like to continue working in special events or maybe consumer PR. I'm still looking, but thankfully I have a few more months to decide.

The Pros & Cons of Financial Public Relations: with Erik Mathisen

Q: How did you make the decision to major in public relations?

A: I chose public relations during my senior year in high school with help from my guidance counselor. Once I got started with classes, I realized how much persuasion and psychology was involved, and that was a big plus for me. I also minored in advertising.

Q: What activities did you become involved in to enhance your college experience with PR?

A: I was lucky enough to involve myself in PRSSA. There are so many talented students who are not proactive when it comes to PRSSA. Before, there wasn't enough guidance, but now there is. It's a perfect opportunity for students to get as much as they can from the PR department. I hope more people can get involved in new and creative ways.

Q: What field of PR do you work in and how did you become involved in this field?

A: I work in Finance at Planning Capital Management in Hadonfield, N.J. Professor Earl planted a small seed in my head about financial PR, and when my networking connections opened up an opportunity in the industry, I took it.

Q: What are some of the benefits of financial PR?

A: There is a ton of room for growth and it's a constantly changing environment. Usually people in this industry need PR, Advertising and Marketing expertise (lack of writing skills). You can make yourself VERY valuable in this industry. It's also very exciting, and I'm always busy. Of course, I entered the industry in the worst financial crisis since 1929...

Q: What about some of the negatives?

A: I still know next to nothing about finance and economics. It's frustrating. This industry consumes me. The markets never sleep, so I struggle to catch my breath sometimes. Also, the Securities and Exchange Commission and other governing bodies make communication difficult.

Kim Ciesla

General Member

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