

M. Larry Litwin, APR, Fellow PRSA, was born in South Philadelphia, raised in Camden and Pennsauken, New Jersey, lived in rural Iowa for three years, suburban North Jersey for two years and now resides in Berlin, N.J. after living in Cherry Hill, N.J. for 35 years.

Litwin is an established strategic advisor, teacher, mentor, role model and ethicist, and an award-winning public relations counselor and broadcast journalist, who has left a lasting impression on thousands of students and professionals.

He is an associate professor of communication at Rowan (N.J.) University where his classroom is considered a “laboratory for practical knowledge.” Litwin teaches public relations, advertising, radio, television and journalism.

For the past 10 years, he has been full time. For 25 years prior to that, he served as an adjunct.

He is a graduate of Parsons (Iowa) College with a bachelor’s degree in business. He received his master’s in communication – educational public relations – from Glassboro (N.J.) State College. In 2002, he earned his APR (Accredited in Public Relations) from the Public Relations Society of America (PRSA). In 2007, Litwin was inducted into PRSA’s College of Fellows – one of only 445 members.

During his 42-years in the communication profession, Litwin has worked as a public relations director for two school districts and as a radio and TV reporter, editor and anchor for ABC News in New York and KYW in Philadelphia. He was education reporter at KYW Newsradio for 10 years. He spent nearly two years in the U.S. Department of Labor as a deputy regional director of information and public affairs during Elizabeth Dole’s tenure as labor secretary. He has also served as a public relations and advertising consultant.

Litwin was a governor's appointee to serve as chair of the New Jersey Open Public Records Act Privacy Study Commission, which recommended cutting edge legislation to assure that government records would be available to the public without exposing personal information – such as home addresses and telephone numbers – that should remain private and out of the public domain.

He was secretary of the Philadelphia Sports Writers Association for 35 years before stepping down in 2006, chair of the board of trustees of the South Jersey Baseball Hall of Fame and a member of the Cherry Hill Public Library Board of Trustees. He served on the Cherry Hill Economic Development Council and as president of the Township's Alliance on Drug and Alcohol Abuse. He was a member of the South Jersey Scholar-Athlete Committee sponsored by the *Courier-Post* and *Coca-Cola*.

Litwin has authored two books: *The Public Relations Practitioner's Playbook – A Synergized Approach to Effective Two-Way Communication* (Kendall/Hunt – 2007) and *The ABCs of Strategic Communication – Thousands of terms, tips and techniques that define the professions* (Kendall/Hunt – 2007). He is a contributor to several college textbooks and has written many articles for national magazines.

He is the 2006 recipient of the National School Public Relations Association's *Lifetime Professional Achievement Award* for "his excellence in the field of educational public relations, leadership and contributions to NJSPRA (New Jersey chapter) and PenSPRA (Pennsylvania chapter), dedication to NSPRA and the (public relations) profession, and advocacy for students and our nation's public schools." Along with KYW Newsradio's Tony Hanson and Richard Maloney, he has also been awarded the Sigma Delta Chi (Society of Professional Journalists) *Bronze Medallion for Distinguished Service in Journalism* and the first ever *Grand Award* presented by the International Radio Festival of New York.

In 2002, the Philadelphia chapter of PRSA honored Litwin with its *Anthony J. Fulginiti Award* for “Outstanding Contributions to Public Relations Education” – which honors a person who excels in education, either through their mentoring/teaching, their efforts to help shape the careers of future PR professionals or their contributions to PRSSA (student chapter). Philadelphia PRSA awarded Rowan University’s PRSSA chapter its *Pepperpot* for “Excellence in Public Relations” in 2004 and 2006, the only non-professional organization or agency to ever be so honored. Litwin serves as the chapter advisor.

Larry and his wife Nancy have two children, Julie and Adam Seth. Julie is a second grade teacher in Atlanta. She and husband Billy Kramer, publisher of *Georgia Sports Monthly* and *Dawg Nation*, have a daughter Alana and son Aidan. Adam, a Massachusetts Institute of Technology (MIT) fellow, is working toward a doctorate in economics and business.