

M. Larry Litwin, APR, Fellow PRSA

17 Pine Valley Road
Berlin NJ 08009
856-767-7730
litwin@rowan.edu

Rowan University
College of Communication
201 Mullica Hill Road
Glassboro NJ 08028
856-256-4224

Present Position:

Associate Professor – College of Communication (Granted early tenure)
Advisor – Public Relations Student Society of America (Outstanding Chapter in the Nation – 2007; 2004)
Advisor – PRaction (Award winning student-run public relations firm)

Present Responsibility:

Teach graduate and undergraduate courses and seminars in public relations, advertising and electronic media. Advise undergraduate students in public relations. Advise PRSSA and its student-run public relations firm, PRaction, and advise organization's newsletter, *PRomo*.

Previous Positions:

Adjunct and temporary full-time instructor, Rowan University teaching every course offered in public relations/advertising. Also served as instructor for a number of courses in radio/TV and journalism – 1972-Present.

President, chief executive officer, chief communication officer, Burwyn Associates, Inc. – Public Relations Counselors/Ethicists. Clients included: American Red Cross-Camden County Chapter; Rowan University; Adinolfi and Spevak, P.C. (law firm); Southern Dental Society of New Jersey; and a number of other businesses. Provided strategic public relations counseling, promotion and relationship marketing – 1990-1999.

Deputy public affairs director, United States Department of Labor, Region III. Responsible for gathering and dissemination of information, media relations, research, speech writing and counseling – 1989-1990.

Reporter, anchor, editor and producer, KYW Newsradio, Philadelphia, specializing in education. Also served as special assignment reporter for KYW-TV – 1979-1989.

Director of public information, Washington Township Public Schools, Sewell, N.J. Responsible for all phases of two-way public relations/communication program under the direction of board of education – 1974-1979.

Director of community relations, Haverford School District, Havertown, Pa. Responsible for all phases of two-way public relations/communication program under the direction of board of education – 1972-1974.

Assistant director community (college) relations, Glassboro (N.J.) State College. Responsible for assisting director in all phases of public relations and counseling – 1971-72.

Writer, editor, reporter for ABC Radio Network News, New York and weekend reporter for *World of Sports* – 1969-71.

News director and anchor for radio station WKDN, Camden, N.J. – 1967-68.

Account assistant for Writers Associates, Cherry Hill, N.J. Account team member for Automobile Club of Southern New Jersey, Jockeys Guild of America, First People's Bank and Garden State Park – May 1967-Dec1967.

Sports director, radio station KMCD, Fairfield, Iowa – 1965-1967.

Academic Background:

Glassboro (N.J.) State College (Rowan University) – M.A., Communication – Specialization in educational public relations

Parsons (Iowa) College – B.A., Business Administration

Public Relations Society of America (PRSA) Universal Accreditation Board – APR – Accredited in Public Relations

Temple University – Post graduate courses in educational administration

Philadelphia College of Pharmacy and Science – Undergraduate courses in pharmacy

Books (authored):

The ABCs of Strategic Communication – Thousands of terms, tips and techniques that define the professions (Kendall/Hunt 2005; 2007)

The Public Relations Practitioner's Playbook – A Synergized Approach to Effective Two-Way Communication (Kendall/Hunt 2003; 2007)

Broadcast Journalism – A Potpourri (Burwyn Associates 1972)

Books (contributor or editor):

Bill Campbell: The Voice of Philadelphia Sports, by Sam

Carchidi (Middle Atlantic Press 2006)

Practical Public Relations, by Dr. Don Bagin and Anthony J. Fulginiti, APR, a graduate and undergraduate text (Kendall/Hunt 2005; 2007)

The School and Community Relations, Dr. Donald Bagin, Dr. Donald Gallagher and Edward H. Moore, a graduate school text (Prentice-Hall 2005)

The School and Community Relations, Dr. Donald Bagin, Dr. Donald Gallagher and Dr. Leslie Kindred, a graduate school text (Prentice-Hall 1999)

Trade Unions and Industrial Injury in Great Britain (University of London – School of Economics 1999)

Municipal Reform and the Teachers Union of Philadelphia (University of Pennsylvania 1998)

Effective School-Community Relations (Pennsylvania School Boards Association 1994)

Bridging Schools and Community (Pennsylvania School Boards Association 1989)

Voices of the Game, by Curt Smith, an overview of baseball broadcasting from 1921 to present (1987)

From Peachbaskets To Slamdunks by Dr. Robert Bole (Whitman Press 1987)

The Public Relations Almanac for Educators (Education Communication Center 1982)

Press and Community Relations (New Jersey School Boards Association 1975)

School Communication Ideas That Work by Dr. Donald Bagin, Frank Grazian and Charles Harrison (McGraw-Hill 1972)

**Sampling of Articles Published in Journals,
Magazines, Special Reports, Op-Eds,
Letters to the Editor and other
Publications (authored, co-authored, edited
or contributed to through personal
research and expertise):**

“Quality Dining Does it Right,” *Courier-Post* – March 12, 2007

“Public Relations – An Integral Part of Marketing – A Look Ahead,” *Ad News* (The Philadelphia Advertising Club) – November/December 2006)

"Happy Anniversary," *Promo (Rowan University PRSSA)* – September 2006

"Public Relations – Integrated Marketing Communication – Synergy Is Key," *Ad News (The Philadelphia Advertising Club)* – September/October 2006

"Pitman teen's prank is news to the Web," *Gloucester County Times* – March 24, 2006

"Ready, Fire, Aim – Vice President Cheney and the ABCs of Strategic Communication," *Courier-Post* – Feb. 25, 2006

"Amazing – Theeee Rowan?" *Promo (Rowan University PRSSA)* – February 2006

"Public Relations – An Integral Part of Marketing – A look Ahead," *Ad News (The Philadelphia Advertising Club)* – January 2006

"Gotty (Eddie Gottlieb)," *The Philadelphia Sports Hall of Fame (2005)*

"Robert Levy," *The Philadelphia Sports Hall of Fame (2005)*

"The Value of Internships," *Promo (Rowan University PRSSA)* – September 2005

"The Real 'R' in Media Relations," *Promo (Rowan University PRSSA)* – February 2005

The Tobacco Social Norms Project – Documentary about the dangers of tobacco addiction – Narrator and production contributor

Quiet Diplomacy – Documentary about Quakers (The Religious Society of Friends) – Narrator and production contributor

"Charter Class – Bernie Parent," *The Philadelphia Sports Hall of Fame* – 2004

"Rowan's AJF-PRSSA Chapter Scores Big in New York City and Philadelphia," *Promo (Rowan University PRSSA)* – December 2004

"Agency or Corporate," *Promo (Rowan University PRSSA)* – October 2004

"Marketers 'turned on' by Atlantic City slogan's reach," *Atlantic City Press* (Quoted throughout and personal research heavily used)

"A real turn-off for advertisers – DVR users aren't getting the messages," *Atlantic City Press* (Quoted throughout and personal research heavily used)

"Excellent Public Relations Writing – Your Roadmap to Success," *Promo*, November 2003

"Big-name players: Has corporate sponsorship in (school) districts gone too far?" *Gloucester County Times* (Quoted throughout and personal research heavily used)

"Veterans Stadium Remembered," *Philadelphia Inquirer*

"Changes trouble library board" – Township oversight of project questioned, *Camden Courier-Post*

"Lawmakers: Gov.'s ads no public service" – using research and experience to react to New Jersey Governor James McGreevey ad campaign promoting his book club, *Gloucester County Times*

"Seabrook Farms Remembered" – Contributor and narrator to this award-winning 30 minute video documentary about the history of the *Seabrook Educational and Cultural Center*

"Rowan's Decision on Center Hurts Students" – coauthored with student explaining negative impact of Rowan University's elimination of Center for the Arts, *Philadelphia Inquirer*

"Trial Coverage Deserves Kudos," *Philadelphia Inquirer* and *Camden Courier-Post*. Review of print coverage of Rabbi Fred Neulander murder trial. "It was a throwback to traditional print journalism – the hard story, sidebars, and pictures that allow expressions to tell the story. Journalism can still rise to the occasion when the story calls for it."

"Disaster relief following 9/11," *Gloucester County Times*. Research tips to help charities better understand their constituents

"Reader Disconnect," a commentary in *Philadelphia Inquirer* about how misinformation in newspaper may have led to editor's resignation

"Uniform Rescue Workers Named Philadelphia Sports Writers Association Most Courageous," *PSWA Annual Magazine* (and distributed to news outlets via Internet and news services)

"Camden's Image Can Be Fixed," *Camden Courier-Post*.
Contributed data and quotes about public relations challenges
facing one of nation's poorest cities

"The Bird's Nest – An Integrated Marketing Communication
Approach to A Special Event," *New Jersey Education
Association School Leader*

"Don't Overlook Radio and Television as Good Vehicles of
Communication," *Pennsylvania School Boards Association
Bulletin*

"Key Communicators – They Lock Out Rumors," *National
Association of Secondary Principals Bulletin* – January 1979
"A New Jersey school district uses a network of influential
residents and/or business leaders in the community as part of
its public relations program."

"Reaching Out: A School Public Relations Program: How To
Judge Its Success," *New Jersey School Boards Association
School Leader*

"Are You Overlooking Radio and TV – A Follow-up,"
Pennsylvania School Boards Association Bulletin

"How to Improve Your Present Public Relations Program – A
Total Effort to Communicate," *New Jersey School Boards
Association School Leader*

"The Faces Should Be Fire-Engine Red," *Philadelphia Inquirer*
(about a town that failed to implement public relations in its
quest for voter approval of a bond referendum)

"Cauldron of Chaos Clouded the (2000) Election," *Courier-
Post*

"Legacy of CBS is Tarnished When 'Big Brother' Is News,"
Philadelphia Inquirer

"Park From Vacant Lot Sparks (the City of) Millville," *KYW
Newsradio*

"Future Hall of Famer Ozzie Smith IS a Humanitarian,"
Philadelphia Sports Writers Association Bulletin

"Working the Games," *Rowan Magazine* – Summer 1996

"A Look At The Real Howard Cosell," *Courier-Post* – April
25, 1995

"MOVE – A Back to Nature Group," *KYW Newsradio* –
1985

"The Personal Computer Boom," *KYW Newsradio* – 1984

A Look At Pennsylvania's State College System," *KYW Newsradio* – 1983

"Schools Strike Out," *KYW Newsradio* – 1982

"Marcase on Marcase – Introspective of a School's Superintendent," *KYW Newsradio* – 1982

"Use Radio In Your School PR Program," *The Journal of Educational Communication*

"Knowing Your Community," *School Leader – Official Publication of the New Jersey School Boards Association* – September/October 1982

"The High Cost of Higher Education," *KYW Newsradio* – 1981

Workshops, Speeches and other presentations:

"Effective Two-way School Communication Assures Accountability Through Achievement" – presented to National School Public Relations Association (July 2007)

"Building Bridges to the Community Leads to Greater Accountability" – University of Pennsylvania Graduate School of Education – Educational Leadership Doctoral module (March 2007)

Rowan University "Magic Hat Storytime" on *WGLS-FM*. Reader/narrator for the annual program (2002-2007)

"Changing Role of the Public Relations Practitioner and its Impact on Marketing and Branding" – presented to New Jersey Communications Advertising and Marketing Association (December 2006)

"From Writer's Block to Outside-the-Box: Developing Creative Public Relations Ideas" – co-presented to National Conference-Public Relations Student Society of America (November 2006)

"How Effective Two-way School Communication Leads to Greater Accountability and Public Acceptance" – presented to National School Public Relations Association (July 2006)

"Resume Enhancement and Cover Letters Assured To Hook Prospective Employers" – presented to PRSA (Public Relations Society of America) and PRSSA (Public Relations

Student Society of America) students attending national conference in Salt Lake City (October 2006)

“Understanding and Using Media” – University of Pennsylvania Graduate School of Education – Educational Leadership Doctoral module (December 2005)

“Resume Enhancement and Cover Letters Assured To Hook Prospective Employers” – presented to PRSA (Public Relations Society of America) and PRSSA (Public Relations Student Society of America) students attending national conference in Miami (December 2005)

“KYW Newsradio – 40 years of all news, all the time.” Chosen to represent the decade of the 80s and moderate a retrospective – Philadelphia Broadcast Pioneers (Sept. 21, 2005)

“Finding the right word? A debate between two authors, who approach writing very differently” – *Radio Times* – *WHYY-FM* (Sept. 19, 2005)

“Why School PR Practitioners Do What They Do and How To Do It Better” – presented to National School Public Relations Association (July 2005)

“The ABCs of Strategic School Public Relations” – presented to New Jersey School Public Relations Association (October 2005, December 2004)

“Resume Enhancement and Cover Letters Assured To Hook Prospective Employers” – presented to PRSA (Public Relations Society of America) and PRSSA (Public Relations Student Society of America) students attending national conference in New York City (October 2004)

“The Road To Improving Our Presentation Skills” – presented to United Way of Camden County (Sept. 2004)

“How To Use the Communication Channel for Effective Accountability” – presented to New Jersey educational leaders and sponsored by the Rowan University Education Institute (July 2004)

“When Private Comments Go Public: What School PR People Need To Know About Open Public Records Rules” – presented to National School Public Relations Association (July 2004)

“Why We (PR Practitioners) Do What We Do and How to Do It Better” – an interactive workshop based on *The Public Relations Practitioner’s Playbook* – presented to New Jersey

chapter-National School Public Relations Association (March 2004)

“Essentials of Effective Public Relations – What Every Practitioner (Rookie or Veteran) Should Know” – presented to marketing faculty and students, health organization members, and municipal government and educational public relations practitioners

“How to Create a Connection Between Your Faculty and Your Community” – presented to New Jersey educational leaders and sponsored by the Rowan University Education Institute

“What the Research Says...Some Findings that Will Help You Win Arguments and Do Your Job Better” – presented to National School Public Relations Association (with Dr. Donald Bagin) (July 2003)

Workshop leader for National School Public Relations Association – “Using Radio in School PR: Getting the Most from this Potent, but too-Often-Ignored Resource” (July 2003)

“The ABCs of Crisis Communication – Can You Spell Enron?” – presented to Cherry Hill (N.J.) Economic Development Council

Philadelphia Broadcast Pioneers 2003 The Philadelphia Broadcasting Symposium – Planning committee and presenter. More than 50 students, competitively selected from Greater Philadelphia-area colleges and universities participated at KYW-TV and Newsradio in Philadelphia

Emerging Leaders Conference – 2003 Presenter at Rowan University – “Teamwork – It Leads to Success” (February 2003)

Produced, hosted and presented Rowan University Deans’ Media Relations Workshop – “Telling the Rowan University Story.” Workshop was sponsored by Provost and Deans’ Council

Keynote speaker and presenter at Philadelphia Sports Writers Association 98th Banquet in January 2002 – Prelude to presenting “Team of the Year” and Most Courageous” Awards to the 9/11 Rescue Crews from New York City Fire Department, Police Department, Port Authority Police and Emergency Medical Technicians

Keynote speaker at Community for Learning – Temple (Pa.) University Center for Research in Human Development and

Education. Also conducted workshop on "Effective Communication" for doctoral students

Conducted series of workshops for Sterling (N.J.) High School Regional District/Somerdale and Lindenwold Public Schools – "Relationship Marketing for Teachers" (September 2002)

Speech to Haddonfield (N.J.) Over 65 Association – "TV Ratings and Their Effects on Advertising" (August 2002)

Workshop leader for National School Public Relations Association – "Effective Media Relations from a Specialist" (July 2002)

Rowan University Advertising Club speech – "The *real* definition of synergy" (May 2002)

Rowan University Public Relations Student Society of America chapter speech – "The *real* definition of synergy" (April 2002)

Led Rowan University public relations students at symposium for inner-city students at Philadelphia School District Academy Program. The topic – "Communication and its varied professions" (February 2002)

Frequent speaker on the following topics: Media relations – being prepared to work with today's reporters and editors; Politics and the media; The audience and how to reach it; Synergy – and how to achieve it; Conducting successful campaigns; Research techniques simplified; Crisis communications; School public relations; and Effective relationship marketing techniques

Philadelphia Broadcast Pioneers 2002 Broadcast Symposium – Planning committee and presenter. More than 50 students, competitively selected from Greater Philadelphia-area colleges and universities participated at WCAU-TV in Philadelphia

Monthly contributor to *Newstrack – An Audio Magazine for Busy Business Executives*

Emerging Leaders Conference – 2002 Presenter at Rowan University – "A 10-Step Approach to Motivating Your Team – Teamwork *is* Effective Leadership"

Workshop leader for National School Public Relations Association – "Effective, but Inexpensive Research Techniques" (July 2001)

Other Accomplishments:

Elected to Public Relations Society of America College of Fellows College of Fellows – one of 445 members out of nearly 22,000 PRSA members. According to the PRSA bylaws, to be considered for the College of Fellows, a member of PRSA must have practiced or taught public relations for 20 or more years, demonstrated superior capability as a practitioner or educator, exhibited personal and professional qualities that serve as a role model, and advanced the state of the profession. Criteria also include being Accredited, having passed rigorous oral and written examinations involving a depth of knowledge in the strategic analysis of public relations issues, including program, research, ethics, legal issues, communications and other areas. (August 2007)

Pepperpot Award presented to Rowan University Public Relations Student Society of America chapter student firm, PRaction. Presented by Philadelphia Chapter of the Public Relations Society of America for “Excellence in Public Relations – Crisis Communication.” PRaction and its advisor (Litwin) were cited for firm’s pro bono campaign for the *Courier-Post* – Philadelphia Phillies – a Crisis Communication Plan/Case Study. (December 2006)

Frank X. Long Award presented to Rowan University Public Relations Student Society of America chapter student firm, PRaction by Philadelphia Chapter of the Public Relations Society of America for “excellence in writing and creativity.” (December 2006)

Cited as a Rowan University “Faculty Star” – one of six faculty members featured in Rowan University *Annual Report – 2006*.

Inducted into Rowan University “Faculty Wall of Fame” – Charter Class – Advisors (2006)

National School Public Relations Association *Lifetime Professional Achievement Award* – for “Excellence in the field of educational public relations, leadership and contributions to both NJSPRA and PenSPRA, dedication to NSPRA and the (public relations) profession, and advocacy for students and our nation’s public schools” (November 2005)

Promoted to Associate Professor – Public Relations/Advertising (July 2005)

Pepperpot Award presented to Rowan University Public Relations Student Society of America chapter student firm, PRaction. Presented by Philadelphia Chapter of the Public Relations Society of America for “Excellence in Public Relations.” PRaction and its advisor (Litwin) were cited for

firm's pro bono campaign for the "New" Cherry Hill Public Library. (December 2004)

Recognized by Rowan University "Faculty Wall of Fame" (2004)

Granted (early) tenure by Rowan University Board of Trustees (Dec. 10, 2003)

Honored by Rowan University Faculty Center for contributions "above and beyond" to students (2004)

Inducted into Rowan University "Faculty Wall of Fame" (2003)

Earned APR (Accredited in Public Relations) from the Public Relations Society of America (2002). APR certification is awarded following a comprehensive examination, which measures a candidate's knowledge of public relations practice, communication theory, management science, ethics and general understanding of the public relations profession.

Awarded honorary membership in Rowan University Golden Key International Honour Society – first Rowan University faculty member to be so honored (2002)

Appointed by New Jersey Gov. James McGreevey to chair the Open Public Records Act Privacy Study Commission. While the legislation has been established, the charge is to develop regulations that will protect individuals' rights without restricting the free flow of information (2002-2004)

Listed in "Outstanding Young Men in America"

Recipient of *Philadelphia Sports Writers Association's* Good Guy Award for "Outstanding Contributions to the Profession" (1986)

Awards:

Recipient of nearly 300 professional and civic awards for *communications excellence, educational excellence, reporting and contributions to the profession and community*. Among them (including those shared with colleagues and Rowan PRSSA awards), from:

Alpha Epsilon Rho National Broadcasting Society
Associated Press
Camden (NJ) Police Department
College and University Public Relations Association
Educational Press Association of America
Education Writers Association
International Radio Festival of New York
Jaycees of America

National School Public Relations Association
Nation's Schools Magazine
New Jersey Association of School Administrators
New Jersey School Boards Association
Pennsylvania School Boards Association
Philadelphia Press Association
Philadelphia Sports Writers Association
Public Relations Society of America (Philadelphia Chapter –
Anthony J. Fulginiti Award for Outstanding Contributions to
Public Relations Education)
Public Relations Student Society of America (Advisor –
Outstanding Chapter in the Nation)
Public Relations Student Society of America (Advisor –
Outstanding Student Firm in the Nation)
Public Relations Student Society of America (Advisor –
Outstanding Student Newsletter in the Nation)
Radio and Television News Directors Association
Religion in the Media
Society of Professional Journalists (SDX – Sigma Delta Chi)
Television and Radio Advertising Club of Philadelphia
United Press International

Memberships in Professional Associations:

Public Relations Society of America
National School Public Relations Association
Accreditation Committee
Readiness Review Session - Chair
Higher Education Committee
New Jersey School Public Relations Association – Past
President
Philadelphia Broadcast Pioneers
Philadelphia Sports Writers Association – Former Secretary

Civic and Professional Activities (Present and Past):

New Jersey Government Records Council
Open Public Records Act Privacy Study Commission –
Chair
American Red Cross – Camden County Board Executive
Committee
Burlington County College – Radio Station Advisory
Committee
Camden County Sheriff's DARE Program
Cherry Hill Alliance on Alcohol and Drug Abuse – President
Cherry Hill Economic Development Council – Board of
Directors
Cherry Hill Education Foundation
Cherry Hill Public Library Board of Trustees
Cherry Hill Public Schools Task Force on Quality Education
(Mayor's Liaison)
Courier-Post/Coca Cola South Jersey Scholar-Athlete
Selection Committee

March of Dimes – Sports Awards Committee
National School Public Relations Associations – Accredited in
Public Relations Readiness Review Panel
National School Public Relations Association – Past
President-New Jersey Chapter
New Jersey Baseball Umpires Association
Philadelphia Sports Writers Association – Secretary
Rowan University PRSSA (Public Relations Student Society
of America) – Advisor
South Jersey Baseball Hall of Fame – Chair, Board of
Trustees

Rowan University Committees (Present and Past):

University Book Store – Chair
University Gold Medallion/Awards
University Logo
University Marketing Advisement
University Marketing Search
University Media Relations
University Recreation Center Advisement
University Relations Search
University Rowan West Campus
College Curriculum
College Adjusted Load
Department Curriculum
Department Search
Department Tenure and Promotion
University of Pennsylvania Graduate School of Education
Educational Leadership Curriculum Committee