

M. Larry Litwin, APR* , Fellow PRSA

17 Pine Valley Road
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856-767-7730
larry@larrylitwin.com

EDUCATION

Glassboro (N.J.) State College – M.A., Communications
Parsons (Iowa) College – B.A., Business Administration

PROFESSIONAL EXPERIENCE

Rowan University, Glassboro N.J.

Associate Professor – College of Communication (Granted *early*
tenure) Public Relations, Advertising, Broadcasting
Advisor – Public Relations Student Society of America
Advisor – PRaction – Student-run public relations firm
Advisor – *PRomo* – PRSSA newsletter

Hello, Sports Fans! (Burwyn Associates, Inc.), Cherry Hill N.J.

President – CEO/CCO/CIO

Retail business specializing in licensed athletic apparel

U.S. Department of Labor, Region III, Philadelphia

Deputy Regional Director – Information and Public Affairs

Radio Station KYW, Philadelphia

Reporter, Anchor, Editor (KYW-TV – special assignment
reporter)

Washington Township Public Schools, Sewell N.J.

Director – Public Information

Haverford Township School District, Havertown Pa.

Director – Community Relations

Glassboro State College, Glassboro N.J.

Asst. Director – Community Relations (while pursuing M.A.)

American Broadcasting Company (ABC), New York N.Y.

Writer/Editor – Radio Network News; Philadelphia-area reporter
Reporter – *World of Sports*

Radio Station WTMR (WKDN), Philadelphia/Camden N.J.

News Director/Anchor

Radio Station KMCD, Fairfield Iowa

Sports Director

*Accredited in Public Relations

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HONORS and AWARDS

Recipient of numerous awards for *communications excellence, educational excellence, reporting* and *contributions to the profession and community*. Among them, from:

Alpha Epsilon Rho National Broadcasting Society
Associated Press
Camden (N.J.) 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 – Lifetime Professional Achievement Award (2006)
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 (Outstanding Contributions to Public Relations Education)
Public Relations Society of America – Philadelphia Chapter (Pepperpot – Excellence in P.R. Campaigns-Pro Bono Category – Advisor – Rowan University Student Firm - PRaction)
Public Relations Society of America – Philadelphia Chapter (Pepperpot – Excellence in P.R. Campaigns-Crisis Communication – Advisor – Rowan University Student Firm - PRaction)
Public Relations Student Society of America (Advisor – Outstanding Chapter in Nation – Three times)
Public Relations Student Society of America (Advisor – Outstanding Student Firm)
Public Relations Student Society of America (Advisor – Outstanding Student Newsletter)
Public Relations Student Society of America (Advisor – The Plank Center (University of Alabama) for Leadership in Public Relations Ethics Advocacy Award)
Public Relations Student Society of America (Outstanding Chapter Advisor)
Radio and Television News Directors Association
Religion in the Media
Security on Campus
Society of Professional Journalists (SDX – Sigma Delta Chi)
Television and Radio Advertising Club of Philadelphia
United Press International

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PUBLICATIONS

Author of *The Public Relations Practitioner's Playbook – A Synergized Approach to Effective Two-Way Communication* (Kendall/Hunt – 2008) and *The ABCs of Strategic Communication – Thousands of terms, tips and techniques that define the professions* (AuthorHouse – 2008). Published articles include features in trade and educational publications, magazines and newspapers. Also, a contributor to a number of text books on public relations, marketing and promotions. Mentioned in Curt Smith's best-selling book *Voices of the Game* for play-by-play (for Westinghouse Broadcasting) call of Pete Rose's hit that set all time National League record.

CIVIC and PROFESSIONAL ACTIVITIES (Present and Past)

New Jersey 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
Courier-Post/Coca Cola South Jersey Scholar-Athlete Selection
Committee
March of Dimes – Sports Awards Committee
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 – Board of Trustees

FREE LANCE TELEVISION and RADIO ANNOUNCING/PRODUCING

Professional credits include the following as either announcer or producer:
KYW-TV Eyewitness Newsmakers; play-by-play football and
basketball; NHL All-Star Game; NBA All-Star Game; Philadelphia 76ers;
Philadelphia Golf Classic; New York Mets; National Invitation and NCAA
Basketball Tournaments; Pecan Bowl Football Game.

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