

M. Larry Litwin, APR*, Fellow PRSA

17 Pine Valley Road
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856-767-7730

larry@larrylitwin.com
www.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, Ret. – College of Communication (Granted *early*
tenure) Public Relations, Advertising, Broadcasting (Journalism)
Adviser – To Write Love on Her Arms (TWLOHA)
Adviser – Public Relations Student Society of America
Adviser – PRaction – Student-run public relations firm
Adviser– *PRomo* – PRSSA newsletter

Stockton (N.J.) University

Adjunct faculty – Maternity leave temporary

Atlantic Cape Community College

Adjunct faculty – Maternity leave temporary

Wilmington University, New Castle, Delaware

Adjunct Professor – Public Relations; Marketing
Doctoral Dissertation Committee member

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

*Accredited in Public Relations

** Former Adviser

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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

HONORS and AWARDS

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

“Adviser of the Year Leadership Award for Outstanding Advising of a student organization sanctioned by the Rowan University Student Government Association”

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

“Gary Hunter Excellence in Mentoring Award” for “demonstrating exceptional abilities in supporting, encouraging and promoting the development of Rowan University students’ academic, personal and professional growth”

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

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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 – Adviser – Rowan University Student Firm - PRaction)
Public Relations Society of America – Philadelphia Chapter (Pepperpot – Excellence in P.R. Campaigns-Crisis Communication – Adviser – Rowan University Student Firm - PRaction)
Public Relations Student Society of America (Adviser – Outstanding Chapter in Nation – Three times)
Public Relations Student Society of America (Adviser – Outstanding Student Firm)
Public Relations Student Society of America (Adviser – Outstanding Student Newsletter)
Public Relations Student Society of America (Adviser – The Plank Center (University of Alabama) for Leadership in Public Relations Ethics Advocacy Award)
Public Relations Student Society of America (Outstanding Chapter Adviser)
Radio and Television News Directors Association
Religion in the Media
Rowan University Faculty Wall of Fame
Security on Campus
Society of Professional Journalists (SDX – Sigma Delta Chi)
South Jersey Hot Stovers Scholarship Committee
Television and Radio Advertising Club of Philadelphia
United Press International

PUBLICATIONS

Author of *The Public Relations Practitioner's Playbook – A Synergized Approach to Effective Two-Way Communication* (AuthorHouse – 2013), *The ABCs of Strategic Communication – Thousands of terms, tips and techniques that define the professions* (AuthorHouse – 2008), and *Broadcast Journalism – A Potpourri – More than deep voices and pretty faces* (Burwyn Associates – 1972). In draft stage: *More ABCs of Strategic Communication* (AuthorHouse – 2015). 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.

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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 – Past 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) – Adviser
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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