

## M. Larry Litwin, APR, Fellow PRSA

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**Present Position(s):**

Burwyn Associates – Strategic Communication  
Specialists – Strategic Counselor – Principal

The College of New Jersey (TCNJ) – Adjunct faculty  
Assist in developing Strategic Communication concentration  
(Fall-2015-present)

Stockton (N.J.) University – Adjunct faculty served as a  
maternity leave temporary (Fall 2014)

Atlantic Cape Community College – Adjunct faculty served  
as a maternity leave temporary (Spring 2014-present)

Wilmington (Del.) University – Adjunct faculty and Doctoral  
Dissertation Committee member (2011-2016)

**Rowan University Positions:**

Rowan University  
Associate Professor (Retired) – College of Communication  
[Granted Early Tenure]

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 – 1972-2013.

Taught graduate and undergraduate courses and seminars  
in public relations, advertising and electronic media. Advised  
undergraduate students in public relations. Advised newly  
chartered To Write Love On Her Arms (TWLOHA).  
TWLOHA is a Student Government Association-  
sanctioned organization that brings students awareness  
about addiction, depression, anxiety, abuse, self-injury,  
eating disorders and suicide. Advisory board member – Hillel  
– Rowan University Jewish Student Organization.

Adviser or Assistant Adviser – Public Relations Student  
Society of America [Outstanding Chapter in the Nation –  
2008; 2006; 2004; 1993] – 2001 – 2009

Adviser – PRaction [PRSSA award-winning student-run public  
relations firm] 1999 – 2009

Adviser – *PRomo* [PRSSA award-winning organization  
newsletter] 1999 – 2008

**Previous Positions:**

President, chief executive officer, chief communication officer - Burwyn Associates, Inc. – Public Relations Counselors/Ethicists/Strategic Advisers. 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 - KYW-TV – 1979-1989.  
Director - 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 - Community Relations, Haverford Township 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 - ABC Radio Network News, New York and weekend reporter for *World of Sports* – 1969-71.

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

Account assistant - 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 [Race Track] – May 1967-Dec 1967.

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):**

*More ABCs of Strategic Communication – A supplement to The ABCs of Strategic Communication Thousands of terms, tips and techniques that define the professions* (AuthorHouse 2015)

*The Public Relations Practitioner’s Playbook for (all) Strategic Communicators – A Synergized Approach to Effective Two-Way Communication* (Fourth Edition – AuthorHouse 2013) – totally updated with most recent research findings and such changes as those in technology, emerging media and crisis communication

*The Public Relations Practitioner’s Playbook Communicators – A Synergized Approach to Effective Two-Way Communication* (New – Third Edition – AuthorHouse 2009) [Submitted and considered for 2010 Pulitzer Prize – Nonfiction]

*The ABCs of Strategic Communication – Thousands of terms, tips and techniques that define the professions* (Kendall/Hunt 2005; AuthorHouse 2008)

*The Public Relations Practitioner’s Playbook – A Synergized Approach to Effective Two-Way Communication* (Kendall/Hunt 2003; 2008)

*Broadcast Journalism – A Potpourri – More than deep voices and pretty faces* (Burwyn Associates 1972)

**Books (contributor or editor):**

*School Public Relations for Student Success*, by Edward H. Moore (Corwin Press – 2009)

*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, Fellow PRSA, 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)

*Wilt: Larger Than Life*, by Robert Cherry (Triumph 2004)

*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 Research, Articles Published in Journals, Magazines, Special Reports, op-ed, Letters to the Editor and other Publications (authored, co-authored, edited or contributed to through personal research, anecdotal research and expertise):**

**Research** (since 2005):

“Social Media’s Effect on Consumer Perception of Organizational Reputation and Innovation” – a study that revealed that the majority of American consumers want organizations to interact with them through social media. The study also showed that the majority of consumers consider organizations using social media as innovative and that the use of social media can improve an organization’s reputation.

Assisted principal researcher with due diligence, protocol, paper and focus group designs, fact checking, conclusions and recommendations. (June 2009)

“Medical Society of New Jersey Membership Attitudes” survey. Its purpose was to increase membership in Atlantic and Cape May counties. Supervised all survey activities from “client meetings” through situation analysis, research questions and actions, implementation, results, analysis, conclusions and recommendations. Survey and results would serve as template and benchmark for other state chapters. Rowan PRaction [public relations student firm] carried out the survey and assisted with gathering results [SPSS] and preparing and editing copy. The hypothesis was that the Medical Society of New Jersey needed to create a plan that would increase its membership in target counties. In addition, this plan needed to strive to reach a younger audience, as they are the future of [almost] any organization. (April 2008)

“NSPRA Accreditation Candidate Survey” – to determine effects of professional accreditation on school communicators’ position – including respect, support and salary. Served on design and implementation committee. Reviewed results, prepared conclusions, analysis and \*Since recommendations. (November 2007)

“Gannett/*Courier-Post* research into Philadelphia Phillies crisis communication – and its effect on the team’s image.” Supervised a team of five Rowan University seniors from situation analysis to designing protocol for survey research questions and research actions and constructing a framework for a Phillies crisis plan. Oversaw entire project that was concluded and published six weeks after *Courier-Post* request. (September 2006)

Philadelphia Broadcast Pioneers Membership Survey to determine the organization’s future. Conducted situation analysis research sessions, constructed protocol, designed survey instrument, compiled, analysis, drew response conclusions and made recommendations. (November 2005)

**Publications (Scholarship):**

“Teaching Naked – Inverting the Traditional Teaching Model,” *National School Public Relations Association Monthly Trend Tracker* (August 2012)

“Cutting Through the Clutter Using Word of Mouse – The Future is Now,” *School Leader* [New Jersey School Boards Association] (January/February 2011)

“Public Relations Toolbox Topics – Some Thoughts from *The PR Practitioner’s Playbook*,” *Ad News* [The Philadelphia Advertising Club] (November/December 2010)

“What Pursuing Your APR Can Do for Your Career – The Case for Becoming Accredited,” *National School Public Relations Association Monthly* (April 2010)

Special Section – “Community Relations – The Key to Communications,” *School Leader* [New Jersey School Boards Association] (September/October 2008)

“Public Relations – An Integral Part of Marketing – A Look Ahead to 2007 and Beyond,” *Ad News* [The Philadelphia Advertising Club] (November/December 2006)

“Final Report – Privacy Study Commission – Submitted to Governor Richard J. Codey and the New Jersey Legislature. Written by M. Larry Litwin, APR, Commission Chair and Catherine Starghill, Esq. New Jersey Government Records Council Open Public Records Act Privacy Study Commission (December 2004)

“Excellent Public Relations Writing – Your Roadmap to Success,” *Promo* (November 2003)

“Toys and Cartoons: The Correlation Between Animated Properties and Toy products [with John Diego Hernandez] – (July 15, 2003)

“Seabrook Farms Remembered” – Contributor and narrator to this award-winning 30 minute video documentary about the history of the *Seabrook Educational and Cultural Center* (June 2003)

“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* (March 2002)

“The Bird’s Nest – An Integrated Marketing Communication Approach to A Special Event,” *New Jersey Education Association School Leader* (September 2001)

“Cauldron of Chaos Clouded the Election,” *Courier-Post* (Dec. 3, 2000)

“The Personal Computer Boom,” *KYW Newsradio* (1984)

A Look at Pennsylvania’s State College System,” *KYW Newsradio* (1983)

“Use Radio in Your School PR Program,” *The Journal of Educational Communication* (1982)

“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)

"Key Communicators – They Lock Out Rumors," *National Association of Secondary Principals Bulletin* ["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."] (January 1979)

"Are You Overlooking Radio and TV – A Follow-up," *Pennsylvania School Boards Association Bulletin* (1978)

"Reaching Out: A School Public Relations Program: How To Judge Its Success," *New Jersey School Boards Association School Leader* (September/October 1976)

### **Publications (Editorial Features)**

"R U Ready for the First Day of the Rest of your Life? – Landing that first job – The future is now" *Promo* [Rowan University PRSSA] (April 2013)

"Mister" Snider – The Distinguished Lifetime Humanitarian," *PSWA Annual Magazine* (and distributed to news outlets via Internet and news services) (January 2013)

"Ready, Set, Resume," *Promo* [Rowan University PRSSA] (September 2010)

"Hershey's: An intrusion on society," *Ad News Blog* [The Philadelphia Advertising Club] – Dec. 2, 2007

"Move over PR 101, Public Relations 2.0 has arrived," *Ad News* [The Philadelphia Advertising Club] (September/October 2007)

"Good Work – Publicly Recognized," *Courier-Post* (March 6, 2007)

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

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

"Signs of the Future – The View from the Classroom" with Mike Shute, *Rowan Magazine* [Digital signage – a growing industry in narrowcasting] (Summer 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)

“The Value of Internships,” *Promo* [Rowan University PRSSA] (September 2005)

“The Truth About Taxes and the Cherry Hill Public Library,” *Philadelphia Inquirer* (May 2005)

“Eddie ‘the Mogul’ Gottlieb” *The Philadelphia Sports Hall of Fame* (March 2005)

“Bob Levy, the Little Quakers and Philadelphia Sports” *The Philadelphia Sports Hall of Fame* (March 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 (January 2005)

*Quiet Diplomacy* – Documentary about Quakers [The Religious Society of Friends] – Narrator and production contributor (January 2005)

“Rowan’s AJF-PRSSA Chapter Scores Big in New York City and Philadelphia,” *Promo* [Rowan University PRSSA] (December 2004)

“School Public Relations: Helping an American institution pass its most crucial test,” By Ellen Boyd, APR (December 2004)

“Agency or Corporate,” *Promo* [Rowan University PRSSA] (October 2004)

“Charter Class – Bernie Parent,” *The Philadelphia Sports Hall of Fame* (April 2004)

“Marketers ‘turned on’ by Atlantic City slogan’s reach,” *Atlantic City Press* (Quoted throughout and personal research heavily used) (December 2003)

“A real turn-off for advertisers – DVR users aren’t getting the messages,” *Atlantic City Press* [Quoted throughout and personal research heavily used] (November 2003)



"Big-name players: Has corporate sponsorship in [school] districts gone too far?" *Gloucester County Times* [Quoted throughout and personal research heavily used] (October 2003)

"Veterans Stadium Remembered," *Philadelphia Inquirer* (October 2003)

"Changes trouble library board" – Township oversight of project questioned, *Camden Courier-Post* (December 2002)

"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* (March 2002)

"Uniform Rescue Workers Named Philadelphia Sports Writers Association Most Courageous," *PSWA Annual Magazine* (and distributed to news outlets via Internet and news services) (January 2002)

"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." (November 2001)

"Reader Disconnect," a commentary in *Philadelphia Inquirer* about how misinformation in newspaper may have led to editor's resignation (November 2001)

"Disaster relief following 9/11," *Gloucester County Times*. Research tips to help charities better understand their constituents (September 2001)

"The Bird's Nest – An Integrated Marketing Communication Approach to A Special Event," New Jersey Education Association *School Leader* (September 2001)

"Camden's Image Can Be Fixed," *Camden Courier-Post*. Contributed data and quotes about public relations challenges facing one of nation's poorest cities (September 2001)

"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] (August 2001)

"Park – From Vacant Lot – Sparks (the City of) Millville," *KYW Newsradio* (May 2001)

"Public Service Announcements for Broadcast Television: A Guide for Non-Profit Agencies" [With Karen Anne Jess] (June 2000)

"Legacy of CBS is Tarnished When 'Big Brother' Is News," *Philadelphia Inquirer* (1999)

"Future Hall of Famer Ozzie Smith IS a Humanitarian," *Philadelphia Sports Writers Association Bulletin* (January 1999)

"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)

"Schools Strike Out," *KYW Newsradio* (1982)

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

"Key Communicators – They Lock Out Rumors," *National Association of Secondary Principals Bulletin* ["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."] (January 1979)

"How to Improve Your Present Public Relations Program – A Total Effort to Communicate," *New Jersey School Boards Association School Leader* (September/October 1976)

"Don't Overlook Radio and Television as Good Vehicles of Communication," *Pennsylvania School Boards Association Bulletin* (1974)

**Workshops, Speeches and  
Conference Presentations (All pro bono):**

Judge for "The Zenith Awards" – Oklahoma University – A nationally recognized public relations competition for students studying strategic communication. The competition has seven different categories for submission including public relations writing, public relations campaigns, publications design, electronic media, case studies, social media, and public relations research (April 2015)

"Move and the Media " – Community College of Philadelphia – Law and Society Week: an introspective discussion panel featuring award-winning media professionals, including Craig R. McCoy, investigative reporter, *Philadelphia Inquirer*; William "Bill" Marimow, editor, *Philadelphia Inquirer*; M. Larry Litwin, professor, strategic counselor, public relations adviser

and former KYW Newsradio reporter; and Richard Maloney, public relations director [ret.] and former KYW Newsradio reporter; Moderator: Jason Osder, director “Let the Fire Burn” (Feb. 24, 2015)

Judge for “The Zenith Awards” – Oklahoma University – A nationally recognized public relations competition for students studying strategic communication (April 2014)

“The Public Relations Student Society of America and why it should be important to YOU,” – presented at Richard Stockton College of New Jersey’s “Communication Innovation 2014: a Puzzle Piece to Your Future” (Feb. 8, 2014)

“Public Relations is *now* Strategic Communication” – presented to public relations students at The College of New Jersey (Nov. 13, 2013)

Guest speaker at WHYY’s “Broadcast Journalism Bootcamp for High School Students” (August 2013)

“The Dynamic Dozen Strategic Tools – used by the best and most effective School PR Professionals” – presented to National School Public Relations Association (July 2013)

“Strategic Communication – The Newest Approaches to Public Relations, Advertising and Integrated Marketing Communication,” presented to Richard Stockton (N.J.) College Public Relations Student Society of America (Oct. 17, 2012)

“The Business Case for PR: **How to Build Strategy and ROI,**” presented to Public Relations Council of Greater Atlantic City and the Public Relations Society of America – New Jersey Chapter (Sept. 25, 2012)

“Crisis Communication: The *Right* Way – The *Only* Way – presented to National School Public Relations Association (July 2012)

“Public Communication Strategies for School Election Success,” presented to the New York School Public Relations Association (March 26, 2012)

“Concept of Strategy – Developing the Mind of the Strategist or Why Should the Boss Listen to You?” presented to the New York School Public Relations Association (March 25, 2012)

Edited and recorded "tour narration" for Goodwin Holocaust Museum & Education Center – Jewish Community Relations Council of Southern New Jersey (March 2, 2012)

"Crisis Communication – A Public Relations Discussion on Telling it first, Telling it fast, Telling it all and Telling it yourself." Presentation and panel discussion – Atlantic Cape Community College [presented to students, staff and community] (Nov. 23, 2011)

"Media Relations – The *Right* Way – The *Only* Way – presented to National School Public Relations Association (July 2011)

"The Future of Media Relations for Schools," Gloucester County [N.J.] Public Schools [Dec. 6, 2010]

"Social Media Landscape," Presentation and panel discussion – Atlantic Cape Community College [presented to students, staff and community] (Nov. 24, 2010)

"Grow Your Business Through Networking," Chamber of Commerce of Southern New Jersey (Nov. 19, 2010)

"Writing for Electronic Media Today and Tomorrow – How it has Changed from Yesterday" – Presented to Arcadia [Pa.] University (October 2010)

"Public Relations, Advertising, Integrated Market = Strategic Communication" – Presented to Wilmington [Del.] University (October 2010)

"Timeshifting – Recording the Game for Later – Thanks to texting, it may no longer be effective," KYW Newsradio (Oct. 9, 2010)

"Communications in Troubling Times – R. U. Ready to Tell it first; Tell it fast; Tell it all; Tell it yourself," New Jersey School Boards Association Fall School Public Relations Forum (Sept. 30, 2010)

"Media Relations – Transitioning into Cross Platforming" – Presented to Atlantic Cape Community College (September 16, 2010)

"Getting the Most from the Social Media Revolution – An inside look at Social Media" – Presented to National School Public Relations Association (July 2010)

Atlantic Cape Community College Graduation Speaker – communications majors (May 2010)

Rowan University "Magic Hat Storytime" on *WGLS-FM*. Reader/narrator for the annual program (2002-2009)

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

Rowan University “Magic Hat Storytime” on *WGLS-FM*.  
Reader/narrator for the annual program (2002-2009)

“Let's Talk Ethics! Challenging Questions With A Candid Discussion” – Presented to Tarheel Chapter PRSA [North Carolina] (December 2009)

“A Public Relations Discussion – Crisis Communication” –  
Presentation and panel discussion – Atlantic Cape  
Community College (November 2009)

“The Impact of School Public Relations on the News and The  
Impact of the News on School Public Relations” – presented  
to National School Public Relations Association (July 2009)

“It’s Called *Leadership*” – Keynote address presented to  
PRSSA [Public Relations Student Society of America] Chapter  
Presidents attending national conference in Detroit (October  
2008)

“School Public Relations Boot Camp” – presented to National  
School Public Relations Association (July 2008)

Guest Lecturer – Educational Doctoral [Ph.D.] Cohort –  
University of Pennsylvania School of Education (2005, 2006,  
2007)

“Electronic Media Copywriting – Today vs. Yesterday” –  
presented to communication majors, Arcadia [Pa.] University  
(November 2007)

“Public Relations vs. The Media” – presented to PRSSA  
[Public Relations Student Society of America] students  
attending national conference in Philadelphia (October 2007)

“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 Philadelphia (October 2007)

“The ABCs of International Public Relations” – presented  
[with Randy Hines] to PRSSA [Public Relations Student  
Society of America] students attending national conference in  
Philadelphia (October 2007)

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

“Synergy –What is it and How Do You Get There?” – presented to residents of Friends Village at Woodstown [New Jersey] (June 2007)

“Why We [PR Counselors] Do What We Do – and How to Do It Better” –presented to Philadelphia chapter, Public Relations Society of America (April 2007)

“Building Bridges to the Community Leads to Greater Accountability” – University of Pennsylvania Graduate School of Education – Educational Leadership Doctoral module (March 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 produce 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 (September 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 (October 2003)

“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 (September 2003)

“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)

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 (April 2003)

“The ABCs of Crisis Communication – Can You Spell Enron?” – presented to Cherry Hill [N.J.] Economic Development Council (March 2003)

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 (November 2002)

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 (October 2002)

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)  
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 (April 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 (2002-2010)

Emerging Leaders Conference – 2002 Presenter at Rowan University – “A 10-Step Approach to Motivating Your Team – Teamwork *is* Effective Leadership” (August 2002)

Keynote speaker and presenter at Philadelphia Sports Writers Association 98<sup>th</sup> Banquet – 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 (January 2002)

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

Adjunct faculty member – Burlington County (N.J.) College – Broadcast Journalism and Radio Production (1992-99)

**Other Accomplishments:**

Crafted Strategic Plan and coordinated Education Special Purpose Local Options Sales Tax (E-SPLOST) referenda for DeKalb County and Fulton County (Ga.) School Districts (May 24, 2016). The two respective referenda would raise a combined \$1.5 Billion. Following their plans, each referendum was approved by an overwhelming majority of the voters (71%-DeKalb/78%-Fulton) – the highest YES votes on record.

Faculty Pioneer Award – Atlantic Cape Community College – “for your many contributions to the public relations field as both a faculty member and practitioner (May 2014)

Inducted into Rowan University “Faculty Wall of Fame” – Adviser – for advisement contributions “above and beyond” to students (May 2014)

Parsons College “Wall of Honor” – one of only 49 members (induction – October 2013)

Inducted into Rowan University “Faculty Wall of Fame” – Professor – for contributions “above and beyond” to students (2013)

Inducted into Rowan University “Faculty Wall of Fame” – Adviser – for advisement contributions “above and beyond” to students (2012)

“Gary Hunter Excellence in Mentoring Award” for “demonstrating exceptional abilities in supporting, encouraging and promoting the development of students’ academic, personal and professional growth,” Rowan University (2012)

South Jersey Baseball “Hall of Fame” – Contributor – Player (2011)

“Adviser of the Year Leadership Award for Outstanding Advising of a student organization sanctioned by the Student Government Association,” Rowan University (2012)

Inducted into Rowan University “Faculty Wall of Fame” – Professor (2010)

“The Plank Center [University of Alabama] for Leadership in Public Relations Ethics Advocacy Award” – Public Relations Student Society of America presented to Rowan University Chapter and its Adviser – 2008. [This award honors an excellent understanding of ethical conduct in public relations.]

“Outstanding Chapter in the Nation-2008” – Public Relations Student Society of America – Adviser

“Outstanding Faculty Adviser in the Nation-2008” – Public Relations Student Society of America

Inducted into Rowan University “Faculty Wall of Fame” – Professor (2008)

Elected to Public Relations Society of America 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 Adviser (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)

“Outstanding Chapter in the Nation-2006” – Public Relations Student Society of America – Adviser

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 – Adviser (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 Adviser (Litwin) were cited for firm’s pro bono campaign for the “New” Cherry Hill Public Library. (December 2004)

“Outstanding Chapter in the Nation-2004” – Public Relations Student Society of America – Adviser

Inducted into Rowan University “Faculty Wall of Fame” – Professor (2004)

“Special Recognition for Creating Awareness” – Clery Center for Security On Campus – Working for Safer Campuses Nationwide (May 2003)

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

Inducted into Rowan University “Faculty Wall of Fame” – Professor (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)

Listed in “Outstanding Young Men in America”

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

“Outstanding Chapter in the Nation-1993 – Public Relations Student Society of America – assisted Adviser Anthony J. Fulginiti

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

Served as a radio producer at ABC News for the Apollo 11 flight to the moon and landing coverage (July 20, 1969)

**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  
Atlantic Cape Community College  
Camden [N.J.] Police Department  
College and University Public Relations Association  
Educational Press Association of America  
Education Writers Association  
Hot Stovers of South Jersey  
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  
Parsons College "Wall of Honor"  
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 [Adviser –  
    Outstanding Chapter in the Nation – Four times]  
Public Relations Student Society of America [Adviser –  
    Outstanding Student Firm in the Nation]  
Public Relations Student Society of America [Adviser –  
    Outstanding Student Newsletter in the Nation]  
Public Relations Student Society of America [Adviser –  
    Outstanding Faculty Adviser in the Nation]  
Radio and Television News Directors Association  
Religion in the Media  
Society of Professional Journalists [SDX – Sigma Delta Chi]  
South Jersey Baseball "Hall of Fame"  
Television and Radio Advertising Club of Philadelphia  
The Plank Center [University of Alabama] for Leadership in  
    Public Relations Ethics  
United Press International

**Memberships in Professional Associations:**

Public Relations Society of America  
    Readiness Review Session Panel Member [Many times]  
National School Public Relations Association  
    Accreditation [APR] Research Committee  
    Readiness Review Session – Chair [Several times]  
    Communication Accountability Program Committee  
    Educational Leadership Committee  
    Higher Education Committee  
New Jersey School Public Relations Association – Past  
    President  
Philadelphia Broadcast Pioneers  
Philadelphia Sports Writers Association – Treasurer – former  
    Secretary

**Civic and Professional Activities (Present and Past):**

New Jersey Government Records Council  
    Open Public Records Act Privacy Study Commission –  
    Chair  
American Federation of Television and Radio Artists [AFTRA]  
    – Board of Directors  
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  
Cherry Hill Public Schools Task Force on Quality Education [Mayor’s Liaison]  
Courier-Post/Coca Cola South Jersey Scholar-Athlete Selection Committee  
Fulton County (Ga.) School District – Craft and coordinate positive crisis communication plan – April 2015  
Hot Stovers of South Jersey – Vice President  
March of Dimes – Sports Awards Committee  
National Headliner Awards – Judge – 2013; 2012; 2009; 2006; 2001  
National School Public Relations Association – Past President-New Jersey Chapter  
New Jersey Baseball Umpires Association  
Oklahoma University – The Zenith Awards Judge – 2015; 2014  
Philadelphia Sports Writers Association – Secretary (1974-2015); Treasurer (2015)  
Public Relations Society of America – Philadelphia Chapter Accredited in Public Relations (APR) Readiness Review Panel Judge for other State Chapter annual awards  
Public Relations Student Society of America – Bateman Competition Committee – 2006  
Public Relations Student Society of America – Teahan National Awards and scholarships Judge – 2009-15  
Rowan University PRSSA [Public Relations Student Society of America] – Former Adviser  
South Jersey Baseball Hall of Fame – Inducted in 2011  
South Jersey Baseball Hall of Fame – Chair, Board of Trustees  
Swedesboro-Woolwich (N.J.) Public Schools – Performed communication audit – Spring 2015  
Wilmington (Del.) University – Adjunct Faculty/Doctoral Dissertation Committee – 2011-2012; 2014-2015

**Rowan University – and other Academic Committees (Present and Past):**

University Book Store – Former Chair (during early transition from University to Barnes and Noble)  
University – Department Liaison to Rowan University’s Faculty Center for Excellence in Teaching and Learning  
University Gold Medallion/Awards  
University Logo Redesign  
University Marketing Advisement  
University Marketing Search

University Media Relations  
University President's Advisory  
University Recreation Center Advisement  
University Relations Search  
University Rowan West Campus  
University SAIL (Student Academic Initiative for Learning)  
Oversight Committee  
College Adjusted Load  
College Communication Committee  
College Curriculum  
Department Curriculum  
Department Search  
Department Tenure and Promotion  
NSPRA APR (Accredited in Public Relations] Evaluation)  
Committee (National School Public Relations Association)  
PRSA APR Committee (Public Relations Society of America)  
PRSA Bateman Competition Restructuring Committee  
University of Pennsylvania Graduate School of Education  
Educational Leadership Curriculum Committee

April 2019