

## **JACOB CHRISTIAN FARBMAN, M.A., APR**

814 Parker Street  
Langhorne, PA 19047  
(215) 741-1794  
jfarbman@hotmail.com  
www.JakeFarbman.com

### **EDUCATION**

Rowan University, Glassboro, NJ, 1999  
M.A., Public Relations  
Concentration: Corporate Public Relations  
Thesis: Producing Award-Winning Publications

Rowan University, Glassboro, NJ, 1998  
B.A., Communications  
Concentration: Public Relations/Advertising  
Related activities: Public Relations Student Society of America and  
PRaction University Relations account supervisor

Salem Community College, Carneys Point, NJ, 1996  
A.A., Communications/Journalism  
Related Activities: Phi Theta Kappa Honors Society and Student Government Association

### **ACCREDITATION**

November 2005, Accreditation Maintenance Approved August 2008  
Accredited in Public Relations (APR)  
Public Relations Society of America's Universal Accreditation Board

### **EMPLOYMENT HISTORY**

October 1999 to January 2007, July 2007 to Present  
Director of Communications/Public Relations Officer  
New Jersey Council of County Colleges, Trenton, NJ

- Coordinate all statewide communication activities designed to advocate for NJ's 19 community colleges, their students, and special programs, such as NJ STARS, Chapter 12, and Part-time Tuition Aid Grants for Community College Students.
- Designed and implemented communication campaigns that contributed to increased state funding to community colleges by \$31 million over a five-year period and increased the community college construction program by \$200 million in FY 2005
- Developed and implemented first-ever statewide community college grassroots campaign, enlisting various stakeholders to advocate for increased state funding to community colleges
- Coordinated first-ever statewide advertising campaign, promoting NJ STARS
- Serve as chief public relations counselor to NJ Council of County Colleges leadership, including Council president, Council executive committee and NJ Community College Presidents Association
- Coordinate all statewide advertising, public relations and marketing campaigns that promote the state's 19 community colleges
- Produce all Council news releases and serve as chief statewide media contact
- Produce several publications for various statewide audiences including newsletters, directories, program guides, brochures, and occasional papers
- Serve as the statewide advisor to the New Jersey Community Colleges Institutional Advancement Affinity Group, the New Jersey Community Colleges Information Technology Affinity Group, and the New Jersey Community Colleges Distance Education Affinity Group

## **EMPLOYMENT HISTORY** (continued)

Director of Communications, NJCCC (continued)

- Coordinate special events including Community College All-State Academic Team Recognition Day and Community College Spirit Awards Ceremony
- Manage the Council's Web sites, [www.njccc.org](http://www.njccc.org), [www.njcollege2collegetransfer.com](http://www.njcollege2collegetransfer.com), and [www.njstars.net](http://www.njstars.net)
- Manage the Council's social media communications, including [www.facebook.com/NJSTARS](http://www.facebook.com/NJSTARS) and [www.twitter.com/NJCommColleges](http://www.twitter.com/NJCommColleges)

January 2007 to June 2007

Assistant Professor, Public Relations Advertising Department  
Rowan University, Glassboro, NJ

- Courses taught: Introduction to Public Relations, Basic Public Relations Writing and Advanced Public Relations Writing

January 2001 to December 2006, August 2007 to Present

Adjunct Professor, Communication Studies Department  
The College of New Jersey, Ewing, NJ

- Courses taught: Introduction to Communication Theory and Strategies of Public Relations
- Participate in Lambda Pi Eta honors society faculty activities for students including Meet the Professors, Graduate School Night and Communication Career Night

Summer 1998

News Writer

South Jersey Health System, Bridgeton, NJ

- Wrote news releases published in Cumberland and Salem County newspapers
- Wrote for *SJH News*, a newsletter read by over 1,700 employees
- Coordinated publicity for Cumberland/Salem County American Heart Walk

1996 to 1998

Public Relations Assistant

Salem Community College, Carneys Point, NJ

- Wrote news releases published in Salem County newspapers
- Edited *Inside*, a newsletter read by over 300 employees and community members
- Wrote commercials and public service announcements for television and radio
- Published brochures for various audiences
- Produced camera-ready print advertisements
- Produced honors ceremony certificates and programs
- Conducted special events including Adult Back to School Night and Community Day

## **POSTGRADUATE TRAINING**

June 2006 to June 2007

New Jersey Community College Leadership Program

The Chair Academy, Brookdale Community College, Freehold, NJ

May 2005

How to Supervise People Career Track Seminar, Fred Pryor Seminars, Princeton, NJ

## **POSTGRADUATE TRAINING (continued)**

April 2005

Three Saturdays to Public Relations Excellence APR Exam Review Seminar, Public Relations Society of America Philadelphia Chapter, Tattar Richards-DBC Public Relations, Horsham, PA

January 2005

Managing Emotions Under Pressure Career Track Seminar, Fred Pryor Seminars, Princeton, NJ

January to April 2001

Web site Design and HTML Authoring Noncredit Certificate Program

Burlington County College, Mount Laurel, NJ

February 2000

Introduction to Adobe Photoshop Noncredit Software Training

Mercer County Community College, West Windsor, NJ

## **ASSISTANTSHIPS AND INTERNSHIPS**

1998 to 1999

Graduate Assistant, Graduate PR Program

Rowan University, Glassboro, NJ

- Guest-edited *The Journal of Educational Relations*, Vol. 20, No. 2
- Wrote news releases published in Philadelphia area newspapers
- Produced two newsletters: *A Touch of Class*, read by graduate PR students and *PRofile*, read by the PR/Advertising department
- Published several brochures and handouts, including the *Graduate Survival Guide* and the Open House brochure
- Coordinated special events including the Graduate PR Program Mentor Reception and How to Get the Job You Want, a job hunting workshop for undergraduates
- Produced advertisements for the 1999 *Philadelphia Inquirer* Education Guide

Summer 1997

Public Relations and Marketing Intern

South Jersey Health System, Bridgeton, NJ

- Wrote news releases published in Cumberland and Salem County newspapers
- Wrote public service announcements
- Analyzed patient bedside surveys
- Participated in SJHS/Newcomb Hospital merger news conference

Spring 1996

Public Relations Intern

Meals on Wheels of Salem County, Salem, NJ

- Wrote news releases published in Salem County newspapers
- Assisted in organizing annual golf tournament
- Wrote for the internal newsletter, *Meals on Wheels and More*, read by 600 volunteers

## **GRANTS**

- 2011 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2010 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2009 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2008 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$5,000
- 2007 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$3,500
- 2006 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$3,500
- 2005 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2004 PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2003 Johnson & Johnson Corporate Contribution to NJ Council of County Colleges, \$15,000  
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2002 Johnson & Johnson Corporate Contribution to NJ Council of County Colleges, \$15,000  
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500
- 2001 Johnson & Johnson Corporate Contribution to NJ Council of County Colleges, \$15,000  
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500  
Coca-Cola Bottling Philadelphia Product Donation for Phi Theta Kappa Day
- 2000 Johnson & Johnson Corporate Contribution to NJ Council of County Colleges, \$20,000  
PSE&G Corporate Contribution for Phi Theta Kappa Day, \$2,500

## **PRESENTATIONS**

Farbman, Jacob (April 2011). Public Relations Strategic Planning. PRSA Institute, Philadelphia Chapter of the Public Relations Society of America, Philadelphia, PA.

Farbman, Jacob (April 2011). The Benefits of NJ STARS. NJ STARS Open House, Atlantic Cape Community College, Mays Landing, NJ.

Farbman, Jacob (October 2010). Public Relations Planning. Introduction to Public Relations Class, Atlantic Cape Community College, Mays Landing, NJ.

Farbman, Jacob, Schardien, Elaine, and Wills, Laura (February 2011). Preparing Résumés and Essays for Your Transfer Applications. Presentation to Ocean County College NJ STARS Students, Ocean County College, Toms River, NJ.

Blackman, Chris, Dagenais, Bernard, McClellan, Marisa, Panaritia, Maria, and Farbman, Jacob (May 2010). Media Panel Discussion: Traditional and Non-Traditional Media Relations. PRSA Institute, Philadelphia Chapter of the Public Relations Society of America, NBC 10 Studios, Bala Cynwyd, PA.

Farbman, Jacob (April 2010). Developing Successful Interview Skills. Ocean County College Phi Theta Kappa Chapter, Ocean County College, Toms River, NJ.

Blackman, Chris, Dagenais, Bernard, Krewson, Chris, McGrath, Tom, and Farbman, Jacob (May 2009). Media Panel Discussion: Traditional and Non-Traditional Media Relations. PRSA Institute, Philadelphia Chapter of the Public Relations Society of America, NBC 10 Studios, Bala Cynwyd, PA.

Farbman, Jacob (May 2008). Public Relations Measurement and Return on Investment. PRSA Institute, Philadelphia Chapter of the Public Relations Society of America, Philadelphia, PA.

Smith, BJ and Farbman, Jacob (April 2008). MySpace is Everybody's Space – Maintaining a Positive Image Using Social Networking. Phi Theta Kappa International Convention, Philadelphia, PA.

Farbman, Jacob (October 2007). Public Relations Planning. Introduction to Public Relations Class, Atlantic Cape Community College, Mays Landing, NJ.

Farbman, Jacob, and Yannuzzi, Raymond (September 2007). An Overview of New Jersey's Community Colleges. NJ Community College Student Government Association Day, Trenton, NJ.

Litwin, M. Larry, and Farbman, Jacob (May 2007). Public Relations Planning. PRSA Institute, Philadelphia Chapter of the Public Relations Society of America, Cherry Hill, NJ.

Farbman, Jacob (February 2007). Creating Public Relations Messages. New Jersey School Public Relations Association Monthly Meeting, Monroe Township, NJ.

Farbman, Jacob and King, Maureen (October 2006). Innovations in Education: NJ PLACE and NJ STARS. CareerTech 2006: Innovations in CTE, New Jersey Department of Education, East Brunswick, NJ.

Farbman, Jacob (September 2006). Public Relations Planning for Nonprofit Groups. New Jersey Self-Help Clearinghouse Workshop, Longbranch, NJ.

Holl, Lynn, Farbman, Jacob, and Marinace, Elizabeth (April 2006). Marketing the NJ STARS Program. New Jersey Community Colleges' Best Practices Conference, Mercer County Community College, West Windsor, NJ.

Farbman, Jacob (April 2006). Preparing for the APR Exam. Three Saturdays to Public Relations Excellence APR Exam Review Seminar. Public Relations Society of America, Philadelphia Chapter, Rowan University, Glassboro, NJ.

Farbman, Jacob and Rosa, Robert (October 2004). Marketing Community College Customized Training Programs. New England Workforce Network Conference, York County Community College, Wells, ME.

Farbman, Jacob (March 2003). A Day in the Life of a Real-World PR Professional. Guest lecturer in Introduction to Mass Media, Salem Community College, Carneys Point, NJ.

## **PRESENTATIONS** (continued)

Farbman, Jacob (November 2002). Connecting Your Community College to Legislators. National Council for Marketing and Public Relations District I Conference, Philadelphia, PA.

Farbman, Jacob (August 2001). Working with the Local Media and Speaking in Public. Pittsgrove Township Democrat Committee, Pittsgrove, NJ.

Farbman, Jacob with other panelists (April 2001). Pursuing a Career in Communication. Lambda Pi Eta Honors Society, The College of New Jersey, Ewing, NJ.

## **ARTICLES AND PUBLICATIONS**

Farbman, Jacob. Return on Investment: What Every PR Pro Should Know. *PRSA Philly Chapter Chat Newsletter*, November 2010.

Farbman, Jacob. NJ STARS maps a bright future for community colleges. *The Trentonian*, September 22, 2010.

Farbman, Jacob. NJ STARS maps a bright future for community colleges. *The Times of Trenton*, September 22, 2010.

Farbman, Jacob. NJ STARS good for students, county colleges. *Today's Sunbeam*, September 13, 2010.

Farbman, Jacob, Offering opportunity and strengthening community colleges. *Burlington County Times*, September 14, 2010.

Farbman, Jacob. NJ STARS provides opportunities, strengthens community colleges. *New Jersey Sunday Herald*, September 12, 2010.

Farbman, Jacob. NJ STARS deserves support on its merits. *Gloucester County Times*, September 12, 2010.

Farbman, Jacob. Three Cheers for NJ STARS. *The Daily Record*, September 10, 2010.

Farbman, Jacob. NJ STARS good for students and county colleges. *The News of Cumberland County*, September 9, 2010.

Farbman, Jacob. Ten lessons that aren't in the textbooks: Helping students launch and succeed in their PR careers. *Public Relations Tactics*, October 2006, pgs. 22-23.

Farbman, Jacob. Free Tuition? NJ STARS Helps Your Top Students go to College. *NJEA Review*, March 2006, pgs. 16-17.

Nespoli, Lawrence, Lam, Linda, and Farbman, Jacob (June/July 2004). N.J.'s Community College Compact: A Strategic Blueprint for Workforce Development Programs. *Community College Journal*, pgs. 26-28.

Farbman, Jacob. Lies can never be seen as harmless in the PR world. *PR Week*, July 29, 2002, p. 8.

## **ARTICLES AND PUBLICATIONS (continued)**

Farbman, Jacob. Tips for success. *Salem Community College Student Handbook*, 2000-2001, pgs. 82 & 84.

Farbman, Jacob. Notes from the guest-editor. *The Journal of Educational Relations*, 2nd Quarter 1999, p. 4.

## **RELATED SKILLS**

News release writing • Media relations • Communication research • Crisis management  
Internal communication • Public relations planning • Publication layout & design  
Persuasive writing • Web site development & management • Social media writing  
Newsletter & brochure writing • Creating and executing marketing campaigns  
Conducting effective presentations • Using film and video in PR • Report writing  
Strategic PR counseling • Speech writing • Fundraising • PR management & budgeting  
Planning and conducting special events • College-level teaching  
College Curriculum Development

## **COMPUTER SKILLS**

- Specialize in both IBM and Apple computers
- Microsoft Windows, Mac OS and Linux operating systems
- Word processing, desktop publishing and Web site development & management
- Adobe Acrobat, Adobe PageMaker, Adobe Photoshop, HTML, Macromedia Dreamweaver, Quark XPress, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, SPSS, WS\_FTP Pro, America Online, Mozilla, Microsoft Internet Explorer and Netscape Communicator

## **AWARDS**

2007 Public Relations Society of America Philadelphia Chapter Outstanding PR Educator  
2007 Public Relations Student Society of America AJF Chapter Professional Contribution Award  
2006 National Council for Marketing and Public Relations Silver Medallion of Achievement  
2006 Salem Community College Distinguished Alumnus Award  
2005 The College of New Jersey Sigma Pi Outstanding Faculty Award  
2002 National Council for Marketing and Public Relations Silver Medallion of Achievement  
2002 National Council for Marketing and Public Relations Bronze Medallion of Achievement  
1998 Salem Community College Employee of the Spring Semester Award  
1997 National Council for Marketing and Public Relations Silver Medallion of Achievement

## **PROFESSIONAL AFFILIATIONS**

August 2008 to Present  
Philadelphia Public Relations Association

January 2000 to Present  
Public Relations Society of America, Philadelphia Chapter

November 1999 to December 2006, September 2007 to Present  
National Council for Marketing and Public Relations

June 2006 to December 2006, September 2007 to Present  
National Council for Marketing and Public Relations District I Council

**PROFESSIONAL AFFILIATIONS (continued)**

January 2002 to Present

New Jersey Business & Industry Association Education Committee

January 2003 to Present

New Jersey Press Association Associate Member

**VOLUNTEER ACTIVITIES**

July 2009 to Present

Member-at-Large, Salem Community College Alumni Association

July 2007 to June 2009

President, Salem Community College Alumni Association

2007 to 2009

Trustee, Don Bagin Foundation

1994 to 2000

Elmer Fire Department

1995 to 1999

Elmer Ambulance Corps.

**References Available Upon Request**