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My commitment to living justice at Loyola culminates in my directing of the CM404 Senior Capstone in Public Relations service-learning course. In this capacity, I help to organize my students into teams that partner with local nonprofits, each having been carefully selected prior to the semester. Student teams straddle the classroom and real-world experience, and they are accountable to one another, to me, and to their nonprofit community partner. Each nonprofit fights a social ill or injustice, be it homelessness, domestic violence, human trafficking, hunger, etc. Student teams create public relations campaigns to provide much needed and valuable resources that help each nonprofit partner continue its mission. Student teams fundraise, build media relations, lobby and/or raise awareness, all the while creating the necessary materials like brochures, fliers, news releases, PSAs, and media pitches, among others. Through this service, students enact an Ignatian worldview.

For example, each student goes on site early in the semester with his/her team to their chosen nonprofit and witnesses first-hand how the nonprofit functions and whom it serves. This cultural and organizational familiarity is necessary for them to understand the publics to and for whom they

will write key messages. Their resulting site visit reflection assignment, as well as their final reflection at the end of the semester, both having written and oral components, help emphasize *cura personalis*. The intent is for students to begin to engage with “openness and enthusiasm toward the whole of God’s richly diverse creation and for the human person as its crowning glory” (Loyola website).

Since CM404 is a capstone course, students are encouraged to bring their developing skill set to the table, to rely on it, better it, and add to it over the course of the semester as each student works individually, directly reporting to me, and with a team to deliver professional results. This means each student exercises pragmatism and hopefulness “...in seeking graced solutions to life’s challenges through creative use of all available gifts and resources, tempered by realism and compassion about the reality of human weakness” (Loyola website).

This nonprofit focus is important because students’ experiences in public relations are dominated by for-profit opportunities. Students are reminded that their public relations capstone experience should help them feel a more profound “commitment to a life of growing integrity and increasing service to God and others after the Gospel model of Jesus Christ,” whether they chose to go into the nonprofit world or not (Loyola website). In sum, while we research and talk about our various social ills, we turn our conversations into actions, doing our best to meet a social ill/injustice head on and make a difference for the better.