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B.S. Degree

Advertising  
Journalism  
Magazine  
Photojournalism  
Radio-TV News  
Reporting & Editing

Public Relations

M.S. Degree

Mass Communications

**The California State University:**

Chancellor's Office  
Bakersfield, Channel Islands, Chico,  
Dominguez Hills, Fresno, Fullerton,  
Hayward, Humboldt, Long Beach,  
Los Angeles, Maritime Academy,  
Monterey Bay, Northridge, Pomona,  
Sacramento, San Bernardino, San Diego,  
San Francisco, San José, San Luis Obispo,  
San Marcos, Sonoma, Stanislaus

July 25, 2013

Letter of Recommendation:

To support the candidature of Dr. Adela-Luminita Rogojinaru, Associate Professor/Maitre de Conferences, to the position of full professorship (Position 4, Department of Communication Sciences, Faculty of Letters, University of Bucharest, Romania).

May this letter serve as a strong recommendation for the promotion of Dr. Rogojinaru to full professor. I've visited Bucharest three or four times since 2006 as a guest professor and leader of various professional workshops, and I have known Dr. Rogojinaru since 2009 as the director of the Department of Communication Sciences.

My primary experience with Dr. Rogojinaru was when she and the University of Bucharest hosted the annual meeting of the European Public Relations and Research Association (EUPRERA). It was an outstanding conference thanks to her excellent organizational skills, and many attendees from throughout Europe – visiting Romania for the very first time – were deeply impressed with Dr. Rogojinaru and the excellent program in communications and public relations that she has built at the University of Bucharest. Since then, she has continued a major leadership role in EUPRERA as a member of the executive board from 2010-2014.

Dr. Rogojinaru's numerous educational and professional accomplishments make her well qualified for promotion at this time. Some key points:

**Prolific Scholar:** An impressive list of refereed papers and publications shows that Dr. Rogojinaru has made a major contribution to the European body of knowledge about communication and public relations.

**A Long Career in Teaching, Research, and Educational Policy.** Dr. Rogojinaru has been an educator most of her professional life and has been associated with the University of Bucharest since 1994. Her commitment to the university is well known, and she has built one of the most outstanding programs in communications and public relations the region. I was able to give several lectures at the University in 2009 and I was very impressed with the devotion and esteem students, alumni, had for her. In addition, she has taken leadership as director of the research centre for interdisciplinary studies in communication and public relations, as well as directorship of the Centre of the Faculty of Letters for Open Distance Education.

**Leadership in EU policies, programs.** Dr. Rogojinaru has been a consultant on various EU projects and has been a presenter, consultant in such nations as France, Czech Republic, Italy, and Bulgaria. She has also been a visiting professor in several nations.

**Participation in the Professional Community.** It is notable that Dr. Rogojinaru has also been active in the Romanian Association of Public Relations as a vice president. It is extremely important that academic keep in contact with working professionals outside the academic sector to ensure that students are properly prepared for careers after graduation.

In sum, Dr. Rogojinaru's accomplishments make her an excellent candidate for promotion to full professor. She has had a long, productive career and, through her leadership, has placed the University of Bucharest on the forefront of communication and public relations training in the region. She is also well known throughout Europe for her dedication, organizational skill, and research through organizations such as EUPRERA, ICA, etc. I was a speaker at a Baltic Conference in Riga, Latvia, earlier this summer, and professors from Latvia, Estonia, Finland, and even the Netherlands had heard of her major contributions to the literature of public relations and the program at the University of Bucharest.

Sincerely,



Dennis L. Wilcox, Ph.D.

Professor Emeritus of Public Relations

Former Director of the School

[Dennis.wilcox@sjsu.edu](mailto:Dennis.wilcox@sjsu.edu)

*Professor Wilcox is the primary author of Public Relations Strategies & Tactics, which is used extensively used in the United States, Europe, and South America. There is also a Romanian edition.*