

Jeffrey Morosoff

Associate Professor of Journalism, Media Studies, and Public Relations at Hofstra University
Long Island, NY, US

Associate Professor of Journalism, Media Studies, and Public Relations, Chair

Biography

Jeff Morosoff is chair of the Department of Journalism, Media Studies, and Public Relations at The Lawrence Herbert School of Communication and teaches undergraduate and graduate public relations courses. Professor Morosoff is also faculty adviser to the award-winning Hofstra chapter of the Public Relations Student Society of America. Recognized as the Herbert School's "Distinguished Teacher of the Year" in 2016, Professor Morosoff's other honors include the Public Relations Professionals of Long Island's (PRPLI) Lifetime Achievement Award, PRPLI's Mentor Award, and the International Association of Business Communicators' Achievement in Communications Award. Morosoff began his career as a deejay at WGLI-AM, traffic reporter for Shadow Network, and news director at WBLI-FM before joining Cablevision, where he handled community and government relations plus public access TV productions in the early '80s. He later joined the communications team at the Long Island Association, a business and civic organization, and moved on to head communications for the Town of Babylon. He left government to run political campaigns and provide public relations services for various clients. In the late '90s, Morosoff returned to his alma mater, New York Institute of Technology (NYIT), to become the college's director of alumni and government relations, and later headed foundation and corporate relations. He also taught media and public relations courses at NYIT as an adjunct instructor. Morosoff served as vice president for institutional advancement at Nassau Community College before joining Hofstra in 2010. Professor Morosoff was elected to three terms as PRPLI's president and currently serves on the board of directors for the Fair Media Council, a media and news advocacy group, and the board of advisers at the Museum of Public Relations. He is or has been a member of the Association for Education in Journalism and Media Studies' Public Relations Division, Public Relations Society of America, Eastern Communication Association, and the New York State Communication Association.

Industry Expertise

Education/Learning, Advertising/Marketing, Public Relations and Communications

Areas of Expertise

Public Relations, Crisis Communication, Reputation Management, Community & Government Relations, Public relations campaigns

Affiliations

Public Relations Professionals of Long Island, Association for Education in Journalism and Media Studies' Public Relations Division, Public Relations Society of America, Eastern Communication Association, New York State Communication Association, Fair Media Council, Museum of Public Relations

Education

New York Institute of Technology
M.A.

New York Institute of Technology
B.F.A.

Accomplishments

Distinguished Teacher of the Year

Awarded by the Lawrence Herbert School of Communication.

Lifetime Achievement Award

Awarded by the Public Relations Professionals of Long Island.

Mentor Award

Awarded by the Public Relations Professionals of Long Island.

Achievement in Communications Award

Awarded by the International Association of Business Communicators.

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