



A report from the Montgomery Chapter of the Public Relations Council of Alabama

Fast Times at PR High

Workshop on Tuesday, August 12, 2003

The clock is ticking. The bell is ringing. Welcome to Fast Times at PR High!

The Fast Times at PR High Seminar and Starr Awards Luncheon is coming up August 12 at Alabama Industrial Development Training's Montgomery Center. You will be amazed at the "Classy" Teachers on hand at this event and some coming far and wide for this "Reunion" of PR Practitioners. You won't want to miss this Day of School and PR Development.

Fast Times at PR High will offer classes in subjects like swaying public opinion, strategic PR planning, new media communications, digital photography and more! Then, join us in the lunchroom for the 2003 Starr Awards where PRCA Montgomery honors the best and brightest in the region. The registration fee for members is \$60. Non-member registration is \$75 and students are \$20. These fees include all seminars, breaks and lunch. You can attend the Awards Luncheon only at a cost of \$15.

Please download and print the registration form located at www.prcamontgomery.org/files/fasttimes_flyer.pdf, or email Laura Hicks, PRCA Fundraising Chairperson, at lhicks@lwtkbk.com for sponsorship opportunities. **You will want to register for Classes no later than August 8** and you are not allowed to drop any of the classes! Thanks so much for your support and help making "Fast Times at PR High" a great success. Grab your pencils, paper and backpack and line up for PR School!

Class Schedule

8:00am.....	Registration
8:30am.....	Opening Pep Rally
8:45am	Homeroom
	Swaying Public Opinion - Linda Tilly, Executive Director, Alabama Voices for Children Co-founder, Alabama Partnership for Progress
9:30am	1st Period
	Higher Education - Michael Tullier, APR, Auburn University Engineering and Linda Lee, APR Montgomery Eye Physicians
10:15am.....	Recess
10:30am	2nd Period (Pick One)
	New Media: Communicating Your Message Via the Internet - Susan Cline, Square Root Solutions
	Strategic Public Relations Planning - George Winters, APR, Winters & Associates
11:15am	3rd Period (Pick One)
	Digital Photography - Robert Fouts, Fouts Photography Overcoming PR Obstacles - Police Chief John Wilson, Montgomery Police Department
12:00 noon.....	Lunch - Starr Awards
1:30pm	Closing Announcements / Recognitions
2:00pm	School's Out!

EXTRA CREDIT!

Don't miss the opportunity to earn some extra credit! Door prizes will be awarded throughout the day!

A special thanks to our sponsors:

- Alabama Industrial Development Training
- Business Council of Alabama
- The McKee Group, Inc,
- Alabama Shakespeare Festival
- City of Troy Tourism - Student Council Sponsor Level
- LWT Communications - Yearbook Sponsor Level
- LWT|KBK New Media - Yearbook Sponsor Level

And a special thanks to Leslie Bailey and Silver Spoons Cafe for catering the Starr Awards Luncheon! The menu includes: Mixed Baby Greens with Buttered Walnuts and a citrus honey dressing, poppyseed chicken casserole, old fashioned green beans, cinnamon glazed carrots, a bread basket, black forest fudge cake and a triple cheese ball and crackers.

PRCA NEEDS YOU!



The nominating committee for next years' slate of officers for the Public Relations Council of Montgomery is looking for a few good volunteers to step forward. If you are interested in any of these leadership positions, please contact Nancy Dennis at 240-8740 or nancyd@bcatoday.org by Monday, August 4. Here are the positions available with basic duty descriptions:

President – Presides at monthly meetings and board meetings, writes monthly column, represents chapter on state board.

Vice President-Programs – Arranges speakers for monthly meetings.

Vice President-Membership – Takes membership applications, bills members for annual dues, maintains membership database, plans any membership drives.

Vice President-Projects – Plans and helps execute chapter service and public relations projects throughout the year. (In years when Montgomery hosts the state conference, this person acts as state conference chair. Montgomery is not the host in 2004.)

Vice President-Education/Accreditation – Educates membership about the accreditation programs administered by Southern Public Relations Federation, encourage s members to seek accreditation

Secretary – Collects RSVPs for monthly meetings, communicates with RSA Plaza staff, keeps minutes of board meetings, maintains and updates membership name tags.

Treasurer – Prepares annual budget, collects money for monthly luncheons, maintains checkbook, pays bills, files income tax for our nonprofit corporation.

Communications – Maintains Web site, develops monthly newsletter, communicates with membership via e-mail.

Publicity – Writes and distributes news releases about our meetings and projects to the local media, collects news clippings concerning our members awards and activities and provides those to our historian.

Fund Raising – Coordinates our annual professional development seminar and Starr Awards as well as any other fund-raising projects.

Student Liaison – Works with affiliated student chapters, coordinates annual scholarship, plans programs and social events involving students.

Historian – Develops scrapbook for submission as our Chapter of the Year entry.

Ethics Officer – Presides over the judicial procedure in the event of a bylaw ethics complaint. Traditionally, the immediate past president fills this position.

Nancy King Dennis

CHAPTER MEETING

AUGUST 12, 2003

FAST TIMES AT PR HIGH & 2003 STARR AWARDS

8 a.m. - 2 p.m.

Alabama Industrial Development
Training Center

\$60 members | \$75 non-members

\$20 students

\$15 luncheon only (Starr Awards)

RSVP: Friday, August 8, 2003

[lhicks@lwtkbk.com]

NOTE: This seminar counts as our August chapter meeting. Our next chapter meeting at our regular location and time will be Monday, September 8, 2003. An election eve debate between spokespeople for the supporters and opponents of the tax and government reform constitutional amendment will be the topic.

PRCA Board Directory

Nancy Dennis President	240.8740
Doug Freeland VP Programs	280.4422
Kathy Midgley VP Projects	264.3571
Stacy Benefield VP Membership	272.8781
Linda Lee VP Education & Accreditation	271.3804
Peggy Collins Secretary	242.4545
Carol Gunter Treasurer.....	241.2300
Susan Cline Communications	356.9681
Michael Boatfield Publicity	264.1500
Belinda Bazinet Historian	416.4319
Laura Hicks Fundraising	244.9933
Hank Schmitt Past President-Ethics	264.7318

MEMBERSHIP UPDATES

Who Was The Best PRCA Practitioner in Montgomery?

Each year, the Public Relations Council of Montgomery nominates one of its own as the PRCA Practitioner of the Year for Alabama. Please vote for one of these outstanding public relations professionals. Send your choice to sbenefield@alaha.org by Friday, Aug. 8. This year's nominees are:

- **Kathy Midgley**
Executive Director and Lobbyist, Children First Foundation
- **Nancy Dennis**
Publications Director, Business Council of Alabama

Dues Notices

In the Mail This Month

Notices for renewal of annual dues will be mailed to PRCA-Montgomery members on Aug. 29. Please note any changes to your information on the invoice and remit the invoice along with your payment to Stacy Benefield no later than Oct. 31.

Please note, PRCA Dues are not prorated. You are required to pay the full dues amount if you joined anytime during the year before June 1. New members who joined June 1 or later have been grandfathered into the new membership year and are not required to pay dues. However, grandfathered members will still receive a letter asking them to verify their information.

Annual renewal is \$70 for active members, \$90 for associate members. In addition, if you changed jobs during the year and have not done so already, you must submit a Membership update/Transfer Form, available under the "membership" section at www.prcamontgomery.org.

If you do not receive your dues notice or have a new address, please contact Stacy Benefield at 272-8781 or sbenefield@alaha.org.

New APR exam ready

The new Exam for Accreditation in Public Relations is now available for the taking. Applications are available at www.prsa.org/_Advance/apr/examapp.asp. The exam remains \$385 (\$100 of this is reimbursable by PRCA). Candidates must sit for a Readiness Review prior to the written examination. Many thanks to Rosemary Blackmon, APR, Darryl Gates, APR, and Holley Midgley, APR, for agreeing to serve as our chapter's Readiness Review panelists. If you are interested in taking this important step in your profession, contact Linda Lee, APR, at llee@online-mep.com or visit www.accreditationboard.org, where you can order the study guide and review suggested study texts.

PRCA TAKES ACTION!

Pet Therapy

Due to the whopping number of volunteers, Kathy Midgley asks that anyone who volunteered for Pet Therapy (whether you volunteered to visit nursing homes or volunteered to buy a T-shirt for a Brantwood youth) to e-mail her (km_children1st@bellsouth.net) so she can get you additional information.

MEETING NEWS



July Meeting Summary

Three governors, three styles, and more messages than you can shake a stick at. That's David Azbell's Capitol career in a nutshell.

Azbell, press secretary to Alabama Governor Bob Riley, shared highs, lows and all points in-between as he summarized his life in the public eye at the July meeting of PRCA-Montgomery.

From 1995 to 1997, Azbell was personal aide and spokesman for then-retired Gov. George Wallace. While he found the job challenging, Azbell told a full house of PR practitioners that "most of the media inquiries then were simple."

"It's easy when you have the answers memorized," Azbell said. "The media usually wanted Gov. Wallace's perspective on events that had happened 20 years earlier."

He also served as deputy press secretary in the Fob James administration from 1997 to 1999, and was one of the spokesmen for the former governor's 1998 primary, run-off and general election campaign efforts.

"It wasn't necessarily what governor James said that presented us with challenges," Azbell said. "It was how he said it."

Now challenged by getting Governor Riley's message regarding tax reform and accountability to the voters, Azbell said he has never worked for a man more dedicated to doing what he believes is right for Alabama.

He remarked that Riley had three options to approach the state's projected budget crisis: "Do nothing... do enough to get us by... or take action that will lead Alabama to greatness."

PRCA-Montgomery members will have an opportunity on election eve to hear closing arguments for and against historic Act 78 at our September 8 meeting, so plan now to attend!

THE PUBLICITY HOUND*

Before Crisis Hits

"Crisis Manager," the free international email newsletter about crisis management, now has a complementary website, Crisis Manager University at <http://www.crisismanageruniversity.com>

The goal of the new site will be the same as that of the newsletter—to bring crisis management education to those who don't work in this field, or even necessarily in PR. "People are crisis managers, whether they want to be or not," said newsletter publisher Jonathan Bernstein, president of crisis management consultancy Bernstein Communications.

Crisis Manager University has been set up as a Yahoo Group and gives members the ability to post messages at the site or via email, participate in chats, upload and download files, take polls, display a calendar of events and list useful links. New members are being encouraged to take the site's first poll, indicating their interest in various crisis management topics.

A Yahoo ID is required, but is free, easy to create and can be set up to preserve a user's anonymity if so desired. Go to <http://www.crisismanageruniversity.com> to join the site.

CEO Profiles

Every PR person dreams of his or her company's top executive gracing the pages of the newspaper, the darling subject of a flattering profile. But that's not the dream of the reporters doing the interviewing and writing these stories. At a panel discussion entitled, "Beyond Puff Profiling," at this year's Society of American Business Editors and Writers conference in Boston, three reporters from major dailies talked about CEO profiles. While the advice given was for a room full of business journalists, the comments are enlightening for public relations professionals seeking such placement.

For highlights, visit the Media Insider website, sign in only once, then return again and again to read all the great articles and search the archives for free.
www.mediainsider.com/newsBreak/archives/article.cfm?ID=374

**Reprinted from "The Publicity Hound's Tips of the Week," a free ezine featuring tips, tricks and tools for generating free publicity.*

Be sure to visit prcamontgomery.org for the latest news information. Send all job announcements, news items, and comments to susan@square-root-inc.com and indicate "PRCA" in the subject line. Hard copies printed by ColorBox Press (formally known as Digital Color Printing).
334.420.0146 | colorboxpress.com



PRCA STATE CONFERENCE



Highlights

The conference planning committee highlighted a few changes and special activities planned (but subject to change) for the conference.

Get all your information at www.prcaonline.com. All conference information will be available

online at prcaonline.com/conference. From PRCA's website, you can find Medallion Award guidelines and forms, learn more about our speakers and sessions...and just keep up with all the up-to-the-minute and last-minute changes that are expected during the next several months. The conference committee anticipates having online registration using a credit card as a feature this year, but downloadable forms will be available for those wishing to mail their registration form and payment.

Speakers and Topics Include:

- **Measuring Success: Effective Techniques to Clearly Measure Your Media Relations Performance;** Katie Delahaye Paine, chief executive officer, KDPaine & Partners, Portsmouth, NH
- **Changing Mindsets: From Crisis Management to Crisis Prevention;** Alan Ulman, senior vice president, Ketchum Worldwide, Atlanta, Ga.
- **Getting More for Your Money. Change the Way Your Customers See You: Why Institutions Should Rely on In-house Services vs. "Cheap" Imitations;** Ross Mitchell, Marketing and Creative Group director, University of Alabama Birmingham Office of Public Relations & Marketing, Birmingham, Ala.
- **Changing Legal Issues Related to the Use of Graphics and Other Copyrighted/Trademarked Materials;** Nathan Johnson, associate, Bradley, Arant, Rose & White LLC, Birmingham, Ala.
- **Public Opinion Polling and Changing Public Sentiment;** Dr. Gerald Johnson, director, Capital Survey Research Center, Montgomery, Ala.

SPONSORSHIPS AVAILABLE

Conference sponsorships of varying levels are still available. This is a great opportunity to get your business name and graphic identity in front of your colleagues not only in Alabama, but also throughout the southeast. The sooner you commit to being a sponsor, the sooner your presence on the conference web sites will begin. For more information visit www.prcaonline.com/conference, or contact Tullier to discuss opportunities or make sponsorship arrangements.