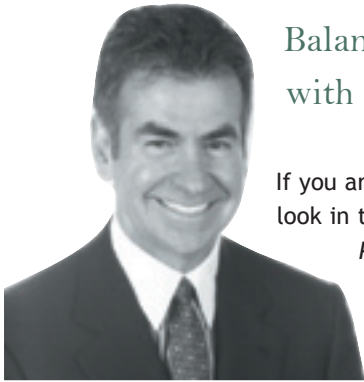




A report from the Montgomery Chapter of the Public Relations Council of Alabama

2003 Professional Development Day hosted by North Alabama



Balancing the P.R. Equation with **Frazer Seitel** July 16, 2003

If you are trying to solve the public relations equations, just look in the book; Frazer Seitel's book that is. *The Practice of Public Relations*, is used in more than 200 colleges and universities. He is the managing partner of Emerald Partners, a strategic communications counseling firm which he and associates created in February 1992.

He serves as senior counselor for corporate and

financial communications at the world's largest, full-service public affairs-public relations agency.

PR Week Magazine named Mr. Seitel one of the "100 Most Distinguished Public Relations Professionals of the 20th Century" and he is a frequent contributor of cable television. Among the many programs he has appeared on are Fox News Channel's *The O'Reilly Factor*, *Fox and Friends*, and *On the Record with Greta Van Susteren*; MSNBC's *The News with Brian Williams and Nachman*; CNBC's *Wall Street Journal Report*; and CNN's *Connie Chung Tonight*, *Inside Politics*, and *Larry King Live*.

Fast Times at PR High

August 12, 2003 hosted by Montgomery

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

The 2003 PRCA Development Seminar and Awards Luncheon is coming up August 12 at the Alabama Industrial Development Training's Montgomery Center. *Fast Times at PR High* will offer classes in subjects like company branding and image development, web-site planning/design 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 register for the Awards Luncheon only at a cost of \$15. The entry fee for the Starr Awards is \$30(per entry). Didn't enter last year's Starr Awards? Well, this is the one time that sitting out pays off! Special discounted entry fee of \$20 is available to those members who did not enter the 2002 Starr awards. Categories will include Total Event Campaign, Publications, Press Kits, Print advertising, Radio, Television, New Media, Outdoor and more!

Please visit www.prcamontgomery.org for registration information and an entry form for the Starr Awards. E-mail Laura Hicks, PRCA Fund Raising Chairperson, at lhicks@lwtkbk.com for more information about the seminar, Starr Awards or for information about sponsorship opportunities.

So grab your pencils, paper and backpack and line up for more information!

PRCA CALENDAR

July Chapter Meeting

Monday, July 14, 2003
11:45 a.m. | RSA Plaza Terrace

2003 Professional Development Day - Hosted by North Alabama and Featuring Frazer Seitel

Wednesday, July 16, 2003
11:30 a.m. to 4:30 p.m.
Huntsville Museum of Art
(256) 880.4735

PRCA/PRSA Member:\$40
Non-Member\$50
Student \$25

"Tool Kit" - Hosted by Mobile

Thursday, July 17, 2003
8:00 a.m. to 1:30 p.m.
Mobile Marriott
3101 Airport Blvd.
(251) 431.8646

Fast Times at PR High/Starr Awards

2003 PRCA Development Seminar & Awards Luncheon
Hosted by Montgomery
Tuesday, August 12, 2003
8:00 a.m. to 2:00 p.m.
Alabama Industrial Development Training
(334) 244-9933
lhicks@lwtkbk.com

Members:.....\$60
Non-Members\$75
Students\$20
Luncheon Only\$15



THOUGHTS ON FOOD, FELLOWSHIP, FACTS AND FUND-RAISING

Well, we tried a new menu for two months, and while everyone liked the lower price, hot food beat out sandwiches as a preference for our members. So, we are back to the \$12 cost for our meeting and the meal menu will once again be meat,

vegetables, salad and dessert. The board appreciates all the input received on our meeting location and menu. We can't beat the location, parking and ambience of the RSA Plaza Terrace for our meetings. Beside the food served, your \$12 covers the room rental and parking. Hopefully, you find it a good value and keep coming back each month. You know we just come to see you anyway, so please don't disappoint by not making an appearance.

A nominating committee soon will make recommendations for next year's Public Relations Council of Montgomery board. If you are interested in joining the board, please let me know (that includes current board members).

Everyone who has something to contribute to our chapter book for this year should start putting your reports together for our historian, Belinda Bazinet. Board members are responsible for certain reports, plus anyone who has been involved in a service project this year needs to provide documentation and a summary of your involvement. We only need one summary for each project, so coordinate with Kathy Midgley.

Nancy King Dennis

MEETING NEWS



STRIKE A BALANCE WHEN MAKING A MEDIA BUY

A media buy should strike a balance between the best choices to spread your message to the greatest number of people and those that come closest to reaching your target audience, LWT

Communications' David Allred told the members of the Public Relations Council of Montgomery at its June meeting. Combine your media budget with promotions, he added, noting that promotions can double the value of your buy. Allred, a principal of the Montgomery marketing and media firm also recommended a combination of reach and frequency, rather than focusing on one or the other, even when on a tight budget.



CREATEATHON™ APPLICATIONS DUE JULY 11TH

LWT's Cindy Scott also spoke during the June meeting about the agency's "CreateATHon™," a 24-hour creative blitz during which LWT Communications and LWT/KBK New Media staff members will provide marketing and creative services to select nonprofit organiza-

tions free of charge. The free services may include conceptual development, copy writing and design on projects such as brochures, direct mail, outdoor, identity development, marketing plans, Web development and others. Any 501c3 organization in Montgomery, Autauga and Elmore counties can apply. The application deadline is July 11th. Applications are available at lwtcom.com.

CreateATHon™ begins at 5 p.m. Sept. 11. The CreateATHon™ concept was introduced by a South Carolina advertising firm in 1999 who licensed other advertising agencies nationwide to participate. LWT Communications is the only advertising and marketing firm in Alabama participating.

CHAPTER MEETING JULY 14, 2003

PR IN THE POLITICAL WORLD

Guest Speaker:

David Azbell

Press Secretary for Alabama Governor Bob Riley

11:45 a.m. | RSA Plaza Terrace

\$12 members

\$14 | non-members

RSVP: Thursday, July 10

[pcollins@tourism.state.al.us]

If public relations is essentially any attempt to influence opinion toward establishing good will, then our July speaker may find his PR skills taxed over the next few months.

That speaker is David Azbell, Press Secretary for Alabama Governor Bob Riley. With the governor's tax package headed for the voters, Azbell and his staff in the press office must get the governor's message to the voters and swing a vote that, if recent polls are accurate, could go either way at this point.

Join us July 14 for a dynamic presentation from this political communications expert.

About the Speaker:

Azbell joined Riley's campaign in February 2002 and served as press secretary through both the primary and general election races.

Prior to working with Riley, Azbell was deputy secretary of state under Jim Bennett and served as his principal spokesman. He assisted Bennett with the office's general operation and worked closely with the elections division staff.

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.

From 1995 to 1997, Azbell was personal aide and spokesman for then-retired Gov. George Wallace and consulted on various film projects about the former governor's life including the Sundance Award-winning documentary "Setting the Woods on Fire."

MEMBER BRIEFS

NANCY MITCHELL NAMED BCA MANAGER OF PUBLIC AFFAIRS

Nancy S. Mitchell recently joined the Business Council of Alabama (BCA) as the manager of public affairs. In the previous seven years, she was employed as communications coordinator for Alabama PTA. There, she served as the managing editor of the Alabama PTA Bulletin, acted as exhibit coordinator at the annual convention and conference, and assisted in the statewide public relations and marketing campaigns for PTA. Mitchell comes to BCA with extensive experience in public relations, marketing, sales, and communications.

PRCA - MONTGOMERY WELCOMES YOUNGEST MEMBER

Last month, Hanna Grace Gunter attended her first PRCA meeting and she is only six weeks old! Member Carol Gunter and husband Bill welcomed Hanna Grace on April 30th at 12:56 a.m. Although she was born almost 7 weeks early, she weighed 4 lbs. 7 oz. and was 18 inches long. She came home from the hospital on May 9th and is now 6 lbs. 6 oz. and 19 1/2 inches long. Congratulations!

PRCA MEMBER STEPHANIE TRIPPE RUNS FOR LEUKEMIA

Congratulations to PRCA member Stephanie Trippe, who completed her first marathon on June 1. Through a program called "Team in Training," and with the help of friends, family and neighbors, Stephanie raised \$4,300 for the Leukemia and Lymphoma Society in return for her commitment to run/walk 26.2 miles in the Suzuki Rock and Roll marathon in San Diego, Calif. She participated in the program in honor of Katelynn Gregory of Montgomery, who has been in remission from Leukemia for the two years.

The spirits of members like Stephanie are the reason PRCA-Montgomery has adopted the theme "Reaching Out" for 2002-2003. If you have in some way reached out to others this year, we'd love to share your story with the membership. Way to go, Stephanie!

SUBMIT YOUR MEMBER BRIEFS!

PR practitioners are great at promoting others but not themselves. It is time to change that attitude! PRCA-Montgomery wants to tout your accolades! Include promotions, awards, etc. You can submit member briefs via email to susan@squareroot-inc.com. Please type "PRCA Member Briefs" in the subject line.

PRCA TAKES ACTION

CHAPTER MANAGES MEDIA FOR JUBILEE CITYFEST



A triumvirate of past and present presidents of the Public Relations Council of Montgomery - Marty Sullivan '00, Hank Schmitt '02 and Nancy Dennis '03 - pooled their brain power and energy on Memorial Day weekend to head up media relations for Montgomery's Jubilee CityFest. Marty sits on the Jubilee board and has served for the past two years as the media relations chairman for the three-day music festival.

From the Capital City's vast pool of public relations professionals, Marty chose Hank as her right-hand man and Nancy as her right-hand woman for her 11-member team. On Friday night alone, the team coordinated seven live interviews with Jubilee staff and musical talent with three different television stations during all four of the nighttime news time slots in this market - 5 p.m., 5:30 p.m., 6 p.m. and 10 p.m. Hank and Nancy also took photos throughout the weekend for use on the Jubilee Web site, which was constantly updated throughout the weekend. The three also helped man the media relations control center from 9 a.m. Friday until 11 p.m. Sunday, fielding calls and inquiries from media, writing talking points for the Jubilee executive staff when political posturing spilled over into the city celebration and coaching the staff on how to respond to the subsequent media inquiries. Nancy handled relations with the print media, while Marty coordinated broadcast relations, which she split up among herself, Nancy and one other person. Hank did triple duty as the media center coordinator, weather surveillance specialist and Web site photographer. The three also processed over 120 media credential requests, coordinated the distribution of those credentials and dealt with "emergencies" such as the crew from a national cable TV network who just showed up wanting to do a story on Jubilee CityFest.

Have you volunteered your public relations services in the past year? Let our VP for Projects Kathy Midgley know and write up a summary of your involvement for inclusion in our chapter book for 2002-2003. All summaries and supporting materials for inclusion in this year's chapter book are due to Historian Belinda Bazinet by July 15th.

TELEPHONE INTERVIEWS

by Joan Stewart, *The Publicity Hound**

When a reporter calls me for a telephone interview, I seldom drop what I'm doing and start answering questions immediately. I always try to buy time, even if it's just 5 or 10 minutes, and I ask if I can return the call if they're not on deadline. Not one reporter has ever refused. The extra time lets me shift mental gears, decide my key message and concentrate on what I'm going to say. Often, during that first call, I start interviewing the reporter, particularly if I'm the least bit confused about the story. You should do the same. You'd be surprised at how much you can learn about your interviewer if only you'd ask. Here are questions to consider:

- "Are you on deadline?" (If the reporter is minutes away from deadline, you might have to answer questions immediately.)
- "What's the latest I can return your call?"
- "Why are you calling me? Why do you think I'm pertinent to the story?"
- "Who else have you spoken to and what did they tell you?"
- "Have you spoken to any of my competitors?" (If so, you'll definitely want to be included.)
- "How much do you know about this topic?" (A chance to find out whether you have to educate the reporter.)
- "How long will the interview take?" (A half-hour interview means you MUST be prepared. So ask the next question.)
- "Can you give me an idea of what you're after, or what topics you'll be covering during the interview? I want to be sure I'm prepared to answer your questions thoroughly." (Many reporters will want to help you so they get a better interview. And if this is your lucky day, they will even give you the questions they are going to ask.)

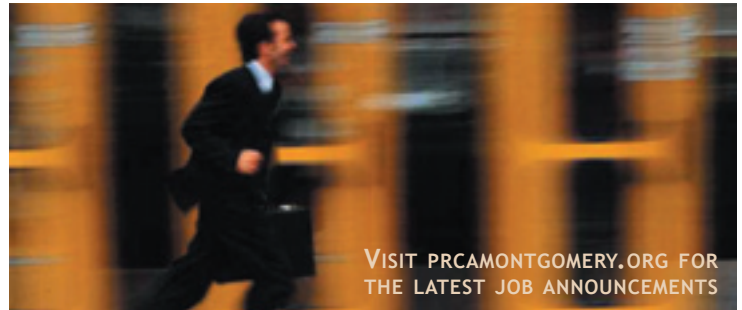
If the reporter asks you to comment on a recent news event you know little about, ask the reporter to share any background they have on the topic. Sometimes they will even email or fax you the earlier story they wrote, or the URL of a story where they've gathered facts.

**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



JOBSOURCE



VISIT PRCAMONTGOMERY.ORG FOR THE LATEST JOB ANNOUNCEMENTS

COMMUNICATIONS SPECIALIST

The Alabama Wildlife Federation

(posted 6/6/2003) | Deadline for Inquiries: June 25, 2003

The Alabama Wildlife Federation, a 501c3 non-profit and the states oldest and largest citizen s conservation organization, is seeking qualified candidates for the position of AWF Communications Specialist. The candidate hired for this position will be responsible for planning and implementing successful marketing, public relations, and communication strategies, both internally and externally, to increase the overall effectiveness of the organization in accomplishing AWF s mission. The position reports directly to the Executive Director. Inquiries: Send a one-page letter of application along with a resume to:

Tim L. Gothard | Executive Director
Alabama Wildlife Federation
ting@alabamawildlife.org

3050 Lanark Road | Millbrook, Alabama 36054
Phone: (334) 285-4550 | Fax: (334) 285-4959

COORDINATOR OF COMMUNITY RELATIONS & SPECIAL EVENTS

Alabama State University | Closing Date: July 7, 2003 (JC-0322)
(posted 6/6/2003)

The coordinator will report to the Director of University Relations, the Coordinator of Community Relations and Special Events researches, plans, coordinates and promotes the university's community relations activities and special events. Provides leadership, support, and coordination for annual and one-time special events and community relations activities. Coordinates ancillary events planning and promotions of four football classics. Promotes football ticket sales campaign. Coordinates dissemination of information to the general public. Develops and maintains sound administrative and fiscal management policies and procedures. To Apply: Interested applicants should submit an employment application form, three current letters of recommendation, transcripts, and resume to:

Mrs. Beverly A. Rudolph
Assistant Director of Personnel
Alabama State University
P. O. Box 271
Montgomery, AL 36101