

MARCH
2003

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

PRCA-MONTGOMERY TOUTS AWARD-WINNING WEB SITE AND ITS AWARD-WINNING MEMBERS

It happened again. PRCA Montgomery members were caught displaying their talent and creativity. Their punishment? They were all judged by their peers for the 2003 Montgomery Advertising Federation 43rd ADDY ceremony and sentenced to one year of silver and gold ADDY awards.

The Montgomery Advertising Federation recognized PRCA - Montgomery and several of its members for exceptional advertising created in the Montgomery Metropolitan Market during its 43rd Annual ADDY Awards ceremony, February, 7, 2003.

The Chapter can now tout it has an "award-winning" Web site thanks to its Silver ADDY in the Interactive Media, Business-to-Business category. Designed by Susan Cline, creative director for Square Root Solutions, Inc., PRCAmontgomery.org was one of three awards for the new media agency.

Big winners of the night included PRCA - Montgomery member Bill Cunningham and the Cunningham Group with eight Silver and two Gold ADDYs. Items submitted include the Alabama Archives, Klien and Son Jewelry,

Eastern Shore Centre and Center for Advanced Technologies

Chapter member Laura Hicks represents LWT|KBK New Media and their success during this competition included 12 ADDY's one Gold and 11 Silvers. In addition, Hicks served on the ADDY committee and helped organize the very successful event.

Other recognitions for members include a Silver ADDY for the Montgomery Area Chamber of Commerce for its "M" newsletter (*submitted by Copperwing Design*); a Silver ADDY for Eastdale Mall's "The Great Indoors" magazine (*submitted by LWT Communications*); a Silver ADDY for Eastdale Mall's "Anniversary Week-end" email (*submitted by LWT|KBK New Media*); and a silver ADDY for Alabama State University's "The Rosa Parks Story" mixed media campaign (*submitted by ColorBox Press*).

Congratulations on a job well done to these members and the companies that created these award-winning pieces.

PRCA - Montgomery's very own Kathy Midgley served as the Master of Ceremonies for the special event. Kathy is joined with the winners of the evening.



www.prcamontgomery.org

ONE PERSON MAKING A DIFFERENCE



When people think of spreading a little cheer to Brantwood Children's Home or any other underprivileged group, they usually think of Christmas time. But what about the rest of the year?

PRCA-Montgomery's very own Emily Wheeler saw this need and took it upon herself to organize a special Valentine's day event for the children of Brantwood. They had their fill of Valentine refreshments including cakes, cookies, individual candy bags filled with chocolate and of course, the ever popular Valentine card - all orchestrated by Wheeler.

When asked why Wheeler decided to take on this project she responded, "You don't have to throw a party for underprivileged children to reach out to others, but throwing a party for the children at Brantwood just gives us an opportunity to bring joy and hope to a group of people (instead of just one) in a single gathering. That's why I did it."

Wheeler is a great example of how one person can make a difference.



One of our goals for this year is to increase our outreach to the community. Our vice president for projects, Kathy Midgley, reminded us in November that each of us can make difference. We can, and we are.

After meeting the young people at Brantwood Children's Home at our Christmas party, Emily Wheeler felt compelled to go back and provide them with a Valentine's Party as well. No one had ever offered before. Emily baked cakes, planned games and followed through. Although we can't show them here, the photos of their smiling faces with Emily beaming alongside them say it all. One person can make a difference. Others have joined Kathy recording stories read by inmate mothers so their children can hear their mother's voices at bedtime.

Darryl Gates and Linda Lee are coordinating a project to help the Montgomery Bicycle Club develop a "share the road" public relations campaign. If you didn't get a chance to volunteer to help them at the last meeting, contact Darryl at 215-2732. The board also has said our chapter will help the Lightning Route Committee put together a press kit for the 50th anniversary of the Montgomery bus boycott. Please let Kathy know if you are interested in participating in this project.

Outside of these organized projects, I feel certain that individual members of our chapter are providing their public relations expertise on a volunteer basis to a number of groups. If you are participating in such service, please write up a summary of what you've done or are doing and get it, along with samples of your work, to Kathy Midgley. The Public Relations Council of Montgomery is about more than networking at our monthly meetings and participating in professional development. We are about reaching out to the people of Montgomery and the surrounding areas. Let's prove it.

Nancy King Dennis

PRCA Board Directory

Nancy Dennis, President	240.8740
Doug Freeland, VP Programs	280.4422
Kathy Midgley, VP Projects	215.0406
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
Derek Brown, Students	
Belinda Bazinet, Historian	416.4319
Hank Schmitt, Past President-Ethics	264.7318

**CHAPTER MEETING
MARCH 10, 2003**

FINDING THE GOOD THINGS IN LIFE

Guest Speaker: Jenny Nolen

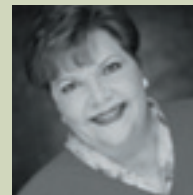
11:45 a.m. | RSA Plaza Terrace

\$12 | member

\$15 | non-member

RSVP: Thursday, March 6

Kathy Midgley [acptp@bellsouth.net]



The Economy. War. Terrorism. Taxes. Finding it hard to see the good things in life? Join us March 10 when Jenny Nolen

will bring her southern-fried brand of humor and observation to PRCA-Montgomery.

Nolen is affiliated with Prattville-based Knowledge Management Solutions, Inc., but will be visiting us from her home base in Cullman. She is a talented and versatile speaker who entertains and inspires audiences with storytelling and characters, song and laughter, celebrating humor in her life and teaching others to do the same in their own lives.

Nolen is a graduate of the University of Southern Mississippi with a degree in Social Work and Counseling Psychology. She has worked in recruitment, retention, training and recognition of volunteers. She balances this work with the time she spends with her family and a vigorous speaking schedule.

She is a member of the Alabama Speakers Association and the National Speakers Association. She was selected as a Showcase Speaker for the '96 NSA Convention.

ANNOUNCEMENTS

CONGRATULATIONS!

A baby boy, Taylor Mitchell Fraze, was born Jan. 28, 2003, to PRCA-Montgomery member Salina Fraze and husband, Aaron. Taylor weighed 7 pounds, 15 ounces and was 19 1/2 inches long. We wish Salina the best with this newest addition to her family.

WELCOME NEW MEMBERS!

PRCA-Montgomery would like to welcome the following new members, pending approval at the state and regional levels:

- **Shelia Fayson Jackson**, director of public relations & tourism, City of Troy
- **Tara Johnson**, outreach supervisor, Family Sunshine Center
- **Erica Merrill**, administrative assistant/mayor's office, Troy City Hall
- **Lisa Stevens**, marketing coordinator, Auburn University Montgomery

REVISED TRANSFER POLICY BENEFITS MEMBERS

The State PRCA Board recently approved a motion revising the policy governing membership transfers related to changes in employment.

Formerly, if a member changing jobs personally paid his membership fee, he carried his membership to his new job and paid a transfer fee. However, if a member's former employer paid his membership fee, the membership remained with the company, and the person who moved into that position could transfer the membership by submitting an application and transfer fee. In this case, the former employee was required to reapply and pay the new member fee.

With the revised policy, PRCA is focusing on the interest of the individual member rather than on that of the employer. In addition to eliminating transfer fees, the new policy no longer permits the transfer of membership from one individual to another. Instead, once a member joins or renews, his membership is effective until the end of the current fiscal year (or the following fiscal year if the member is grandfathered).

In addition, in order to maintain a current member database and to ensure members continue to qualify for their level of membership, members who change jobs during the year must submit a membership update/transfer form to the local chapter VP, membership. The form will include a statement to be signed by the member certifying his qualifications for either "Active" or "Associate" membership status.

The revisions are effective May 1, 2003. The new policy can be read in its entirety on the PRCA-Montgomery Web site, www.prcamontgomery.org. The transfer form will also be available online or from Stacy Benefield, VP, membership (272-8781 or sbenefield@alaha.org) prior to the effective date.

PRCA TAKES ACTION

A Note From Kathy Midgley, VP of Projects

A huge thanks to all who volunteered for the "Share the Road Campaign" and to Emily Wheeler for spreading Valentine's cheer at Brantwood. Wow! Talk about one person making a difference! She stepped up and took on an enormous task all by herself and came through with flying colors.

PRCA - Montgomery's mission as an organization is not just to meet and have a good time; it's to make a difference in the community. A few members can not possibly do it all. So with that said, we have two more project opportunities to share (see below).

If you are ready to volunteer for one of the following projects, an existing project, or if you have an idea for a different project, contact me via email, kmidgley@bellsouth.net

50TH ANNIVERSARY BUS BOYCOTT PROJECT

Less than two years from now, the eyes of the country will turn to Alabama as the 50th anniversary of the Montgomery bus boycott will be remembered. A non-profit group named the Lightning Route Committee would like our assistance in putting together a kit that will go to communities across the state. This media kit will inform thousands about Montgomery's efforts to bring a new light to our city.

Craig Cornwell, co-founder of the Lightning Route Committee, feels that the country has seen Montgomery far too long as a city of wounds that have not healed. They are promoting that with this anniversary, it is a chance to acknowledge that the passage of 50 years makes an event "history,"--not a "current event," and that our ultimate goal is to preserve the event while healing for the future. They want to promote our city as a city of change—one that is moving forward—one that is working toward healing old wounds.

The kit would describe the Rosa Parks story, the bus boycott, and some of the history that follows through until today. The final note would be that we are moving toward civic reconciliation in our city and would also include a request for the United States Postal Service to issue a commemorative postage stamp in honor of the Montgomery Bus Boycott. Being a part of this project would be an opportunity for our chapter to be recognized across the state, as this kit will go out to every community in Alabama.

BEDTIME STORIES FOR CHILDREN

It's time to step out of our comfort zone and head to prison. On March 22, Kathy Midgley needs volunteers to go to Tutwiler Prison and help the inmates record bedtime stories for their children. It's simple--one book--one tape recorder--3 hours of your time--one life touched forever.

UPCOMING EVENTS



How to Promote Your Event or Attraction

A workshop for Montgomery-area event and attraction planners
 March 6, 2003 | 8 a.m. - Noon
 Small Business Incubator | 600 S. Court Street

Sponsored by Envision 2020, the event is designed to help organizations boost participation through comprehensive, cost-effective publicity and promotions.

Local media professionals will discuss how to secure publicity and build attendance. The agenda will also include concurrent sessions on how to write a news release and public service announcement, promote special events on the Internet, produce printed materials, market on a shoestring and conduct an effective interview. The registration fee is \$20. For more information call (334) 269-0224.



Outstanding Alumni of the Year Awards

Attention TSU Journalism Alumni
 Deadline: March 15, 2003

The Troy State University Journalism Alumni Association and the Hall School of Journalism are co-sponsoring the annual Outstanding Alumni of the Year Awards. If you would like to nominate yourself or a TSU journalism alumni who has made significant accomplishments in his or her field, nomination forms can be downloaded on-line from <http://jschool.troyst.edu/~jaa>. You do not have to be a member of Journalism Alumni Association to be eligible to make nominations and/or to receive this award.

Alumni of the Year will be selected from each of four disciplines: 1) print journalism; 2) broadcast journalism; 3) public relations; and 4) advertising. In addition, the Dean Merrill Bankester Outstanding Service award recognizes service to the Hall School of Journalism, the Journalism Alumni Association and the profession.

The deadline for nominations is March 15, 2003, and the awards will be presented on April 10. PRCA-Montgomery members who have received an award in previous years include Tom Davis, Margaret Gunter, Tony Harris and Chellie Phillips.

**Reprinted from "The Publicity Hound's Tips of the Week," a free e-zine featuring tips, tricks and tools for generating free publicity. Subscribe at <http://www.PublicityHound.com> and receive free by autoresponder the handy list "89 Reasons to Send a News Release."*

THE WAR AND YOU

by Joan Stewart, *The Publicity Hound**

Based on the stories I see in national and local publications, and at news websites, reporters already are looking for a variety of angles on how the impending war with Iraq is affecting daily life--from war jitters that are slowing sales for some companies to protests in cities throughout the U.S. While things are still relatively quiet, this would be a good time to let reporters know where they can find you if they need comment. Here are some ideas for story angles and how you or your organization might fit into stories about the war:

- Colleges and universities should let the media know about professors who are experts on Iraq, the economy, international relations and war.
- Stock brokers can share what they are seeing in the world of investing. What are they telling clients who are reluctant to place their money in stocks?
- Businesses large and small should let business reporters know how the impending war is affecting sales, or what they expect once the war begins, plus any strategic moves they are planning such as increasing or decreasing advertising budgets.
- Churches and synagogues can tell religion reporters what church leaders are saying from the pulpit.
- Authors and speakers who write or speak on the topics of stress and conflict can offer themselves as expert sources.
- If your business makes anything that would be used in the war, from weapons to freeze-dried food, and you have a contract with the Defense Department, reporters most likely will want to talk to you.
- High school teachers should tell education reporters how students are reacting to the possibility of war, and whether instructors are including the discussion in lesson plans.
- If you feel strongly that our country should go to war, or avoid it, write a letter to the editor or a longer opinion column with your photo.
- Local recruiters should let reporters know whether more people are inquiring about enlisting.

Be sure to visit prcamontgomery.org for the latest news information. Send all job announcements, news items, and comments to susan@squareroot-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

