

October  
2003

Public Relations Council of Alabama

**MONTGOMERY**  
CHAPTER NEWS

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



## THE GLOVES COME OFF!



**H**ow can we best sum up "The Great Tax Debate of September 8?" No one was killed. PRCA's own Marty Sullivan, spokesperson for the Alabama Partnership for Progress, and Bob Gambacurta, speaking for the Tax Accountability Coalition, squared off before a full house at our pre-referendum event.

Montgomery Chapter members were asked to submit questions for Marty and Bob in advance, and after opening statements both were limited to five minute responses. While neither pulled any punches, both participants remained standing after a rigorous 45 minutes of give and take.

"Marty and Bob fielded some tough questions," said event organizer Doug Freeland, "but both showed us why they have attained the professional standing they have.

"While at times things got a bit intense, tempers were kept in check and all went smoothly," he added.

The same, however, could not be said for supporters of the referendum. The following day, Alabama's voters rejected Governor Bob Riley's tax package by a two-to-one margin.



## APR UPDATE!

Linda Lee, APR  
VP, Accreditations  
e-mail: [llee@onlinemep.com](mailto:llee@onlinemep.com)



### Study Guides

The chapter will soon receive a study/review copy of three of the most used textbooks for the exam, which can aid candidates in their course of study. Please e-mail Linda if you need more information on the exam or log on to [prcamontgomery.org](http://prcamontgomery.org) and click on "accreditation."

### Correction

At the August PRCA-Montgomery workshop, *Fast Times at PR High*, we erroneously mentioned that the state reimbursement of \$100 for APR examinees was available only to those who pass the examination. Actually, the reimbursement is available to anyone who completes the examination--pass or fail. The speakers offer their apologies for the confusion!

## 2003-2004 PRCA-Montgomery Board of Directors

The votes are in and it is official. Your 2003-2004 PRCA-Montgomery Board of Director nominees have graciously accepted their positions and are official and are ready to serve.

However, there is still one chair that has not been filled. Now is your chance to get involved! If you would like to be considered for the Fundraising position, please inform Doug Freeland (phone 242-4158 or by email, dfreeland@aidt.edu). This position coordinates our annual professional development seminar and Starr Awards as well as any other fund-raising projects.

The newly elected board will be made official at the November chapter meeting.



### Meet Your Board *from left to right*

**DOUG FREELAND, PRESIDENT**, Media Services Manager, Alabama Industrial Development Training; **KATHY MIDGLEY, VP, PROGRAMS**, Executive Director, Children First Foundation; **STACY BENEFIELD, VP, MEMBERSHIP**, Publications | PR Specialist, Alabama Hospital Association, **LINDA LEE, VP, EDUCATION AND ACCREDITATION**, Director of Public Relations Montgomery Eye Physicians; **LENORE VICKREY, VP OF PROJECTS**, Communications Director, Frazer United Methodist Church; **SUSAN CLINE, COMMUNICATIONS**, Creative Director, Square Root Solutions, Inc.; **NANCY MITCHELL, STUDENT LIASION**, Manager of Public Affairs, Business Council of Alabama; **CAROL GUNTER, TREASURER**, Director, Marketing and Public Relations, Montgomery City Parks and Recreation; **PEGGY COLLINS, SECRETARY**, Public Information Specialist, Alabama Bureau of Travel and Tourism; **MICHAEL BOATFIELD, PUBLICITY**, Membership & Public Relations Liaison, American Council of Engineering Companies; **BELINDA BAZINET, HISTORIAN**, Director of Public Affairs, Standard Systems Group; **NANCY DENNIS, PAST PRESIDENT | ETHICS**, Publications Director, Business Council of Alabama.

## CHAPTER MEETING

OCTOBER 23-24, 2003

**PR\*** *subject to change!*

### SPRF | PRCA STATE CONFERENCE AND MEDALLION AWARDS

Auburn, Alabama

For more information please visit  
[www.prcaonline.com](http://www.prcaonline.com)

## Speakers & Topics

- **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.

Above are just a few of the speakers and topics you will enjoy during this year's PRCA | SPRF State Conference. For more information please visit [www.prcaonline.com](http://www.prcaonline.com)

## PRCATAKES ACTION



### A Message from Your Past VP of Projects

Dear Volunteers:

What a year! It seems like only yesterday that I shared my story of how and why I believe one person can make a difference. With that story came a challenge—to

make a difference, as individuals and as a chapter.

You took the challenge to heart and worked on over 26 projects during the past year! I can't possibly thank you enough for your generosity of time and talents. The Montgomery area is and will forever be changed because of your contributions. From bicycle trails to a commemorative stamp; from helping moms in prison to cooking for the homeless--the list goes on and on. From the bottom of my heart, I thank you.

As I said during my final walk as Mrs. Alabama 2002, "My reign is over, but my work has just begun." Our work is not over! Many of these projects are ongoing and need us like never before. The women at Tutwiler continue to cherish the moments they have with our volunteers, as we help them record bedtime stories for their children. The 50th Anniversary of the Bus Boycott continues its petition drive, and "Share the Road" will be kicking off its campaign in the spring.

Pet Therapy, taking pets to nursing homes, requires you to complete a 45-minute training session before taking puppies and kittens to the homes (next training classes: November 8 at 8:30 a.m. and November 13 at 6 p.m.). We will begin Pet Therapy at Hickory Hill Assisted Living Facility in Prattville on October 18 at 2 p.m. Anyone who has completed the training and can go on that date, please e-mail me (km\_children1st@bellsouth.net).

If you volunteered to buy a T-shirt for a Brantwood youth, I will be contacting you soon. If you are an approved volunteer for the Bedtime Story Project at Tutwiler and can go on October 25, please let me know, as well. It's still a busy time for projects and we still need you. You are making a difference Montgomery PRCA and I thank you!

Kathy

## MEMBERSHIPUPDATES

### Hats Off to Early Birds & Chapter Promoters

Kudos to our members! Not only have many of you been very prompt in paying your dues this year, you've also been very busy touting our chapter. More than 60 percent of PRCA-Montgomery members billed for dues have already submitted their payment. What's more, we have 11 new members this month. What a great way to start the new year!

Those of you that have not yet paid your dues will receive a second dues notice. This notice will reflect the \$15 dues increase that went into effect Oct. 1.

### Welcome New Members!

PRCA-Montgomery would like to welcome the following new members.

- **Allen Baynes**, assistant marketing director, Eastdale Mall
- **Sandra Hunter**, community educator, Wiregrass Hospice
- **Kristi Lashley**, communications manager, Girl Scouts of South Central Alabama
- **Sherry Ward**, senior marketing director, Alabama Shakespeare Festival
- **Jarrod Massey**, president, Massey Development Group, Inc.
- **Carolee Mitchell**, marketing director, Montgomery Imaging Center
- **Ryanne Mitchell**, coordinator of community relations/special events, Alabama State University
- **Marie Neese**, development and membership director, Montgomery Humane Society
- **Cathy Norris**, marketing director, East Montgomery Imaging Center
- **Jessica Parker**, community education and event specialist, American Red Cross of Central Alabama
- **Kay Yarbrough**, corporate director of marketing and public relations, Jim Wilson & Associates, Inc.

## MEMBERBRIEFS

### Job Change

**Anna Tadlock**, formerly the senior marketing manager for the Alabama Shakespeare Festival and the State Theatre of Alabama, is now the marketing director for Eastdale Mall. Congratulations Anna!

If you change jobs in the year, don't forget to let us know about it. Simply download the Membership Update Form from [www.prcamontgomery.org](http://www.prcamontgomery.org) and send the completed form to Stacy Benefield via fax, 270-9527, or postal service, AlaHA, 500 North East Blvd., Montgomery, AL 36117. Also, be sure to let us know about promotions, awards and special projects in which you're involved so we can share it with the membership.

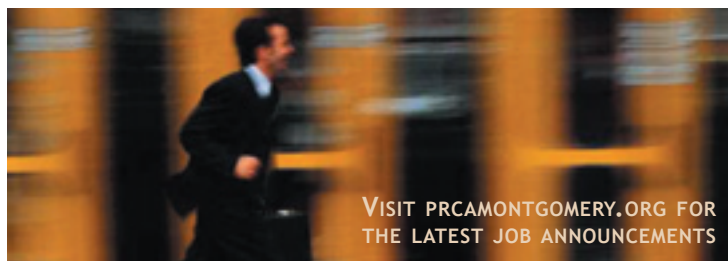
## THE PUBLICITY HOUND\*

### Trade Show Tips

Autumn is a big season for trade shows. If you're going to one this year either as an exhibitor or an attendee, keep these valuable publicity tips in mind:

- Most major trade shows have press rooms. And even if they are open only to working journalists, you can at least hang out near the entrance. It's a great place to meet reporters.
- Ask the trade show organizer for a list of media they are inviting to the show. Then contact those reporters weeks ahead of time, pitch your hot new product or story idea, and see if they will agree to meet with you for coffee at the show, or at your booth for a demonstration. Don't just wait at your booth to see if reporters show up.
- Think trends. That's what reporters who cover the show will be after. If you can tip them off to a trend, or you are part of an emerging trend, let the media know.
- Follow up. When the show is over, be fanatic about following up with reporters who have met with you or asked for more information.

### JOBSOURCE



#### Director of Resource Development | Trenholm Tech

(posted 9.24.2003) TrenholmTech has an immediate opening for a part-time Director of Resource Development. They are looking for a "Real Go Getter" to head up a new capitol campaign and serve as Executive Director of the College Foundation. The first fund raising event is planned for November 2003. Qualifications: Experience in fundraising and public relations essential. Bachelor's degree preferred. The salary is negotiable and the work hours are 19 hours per week. If you are interested please call or e-mail Shearese Grayson, Assistant to the President at (334) 420-4216, (334) 420-4211 or sgrayson@trenholmtech.cc.al.us.

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

### Clever Twist on Food Bribes

Marketing pro Stephen Brockelman of Las Vegas, Nevada writes with a new twist on food bribes for TV people. He noticed that many Publicity Hounds send cookies to local weather forecasters on TV Weatherperson's Day on February 5 and then get a short mention during the weather segment. Stephen found a better way to get even more publicity.

"I did a quick Google search for each TV weatherperson in my market. As you mentioned, they are media stars and their bios abound on the Internet. From that I was able to find their favorite charities and what boards-of-directors they were on. Then the next year I made a donation in their name to their favorite charity or a non-profit where they were advisors or on the board. I sent them an email letting them know that was how I was honoring them on their special day.

"That year, the people who sent cookies got a couple of seconds of mention at the end of the 5 a.m. broadcasts. I and my company got a minimum of one minute of exposure in the first 15 minutes of the 5 a.m., 6 a.m. and noon newscasts. I was also mentioned on the afternoon and evening newscasts. And that coverage was just for the CBS, NBC, and ABC TV affiliates. On Fox and the other minor stations, the coverage went up to two minutes. Not bad for television where time is much more tightly controlled than radio. The NBC and Fox affiliates even went to my website and pulled a graphic and showed it on the air.

"Not bad for what I figure was a better and perhaps less expensive investment than a cake or some other food item.

"Result: I began getting calls from many of the stations when they had marketing questions on a news story or other business questions regarding small business. Then I started getting calls from the newspapers. I felt much better about giving money to organizations like the Susan G. Komen Foundation, the ASPCA, and others than I would have by sending a bucket of food!"

The Publicity Hound says: A brilliant idea that would work well not only for weather forecasters, but for anchors and other TV personalities.

Be sure to visit [prcamontgomery.org](http://prcamontgomery.org) for the latest news information. Send all job announcements, news items, and comments to [susan@squareroot-inc.com](mailto: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](http://colorboxpress.com)

