

PRCA MONTGOMERY

May 2008

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

MESSAGE FROM THE PRESIDENT...

If you haven't already signed up for our annual educational seminar, you really don't know what you'll be missing!



Lori Quiller

HDPR: High

Definition Public Relations is all about public relations today, as well as what we as practitioners can expect from our profession tomorrow. We all know that the rules of our profession can change at a moment's notice. The technology that we use to reach new and broader audiences grows leaps and bounds, and if you aren't doing what you need to do to keep up with the changing styles, trends and tech, you may as well change jobs.

Thanks to **Carol Gunter** and her team, our professional development seminar will keep you on track with the changing times. We've enclosed an abbreviated agenda and registration form with this newsletter so that you can get a taste of the day's events, but you can get a full registration packet online at www.prcamontgomery.org.

Registration is now open for only **\$85**. At the request of many of our members, we have opened the registration to nonmembers as well. That means, if there is a member of your staff, board of directors, or even your supervisor that could benefit from the lecture sessions – **by all means, please register!**

This year's speakers are the epitome of "cream of the crop." **Patti Hill** is the founder and CEO of Blabbermouth PR and CameronWeeks Public Relations. With more than 20 years of PR

experience, Patti shook up the industry just weeks after 9/11 by creating a business model that was completely outside the box for traditional PR firms...one that offered only 100 percent senior-level representation. Imagine that! And, if you want to see something really cool, check out her company's website at www.blabbermouthpr.com.

Does the thought of working inside the world of politics have you quaking in your shoes? Does the thought of even addressing a political issue make you just a little queasy? Don't worry. You're definitely not alone! But, we have the best in the biz waiting in the wings to coach you along the political pathway.

Business Council of Alabama's **Marty Sullivan**, senior vice president for Public Affairs and Communications, and **Quentin Riggins**, senior vice president for Governmental Affairs, are veterans of Alabama's political environment and can show you how to craft your messages to motivate in a political environment.

Finally, if you've never been in on a grassroots branding campaign, it's an experience everyone should enjoy! Of course I say that lightly having survived one with NO prior experience myself. I could have used **Tom Barnes**, senior vice president of Fleishman-Hillard, on my team! Branding anything in today's market is tricky, especially with the speed of the Internet, but this session will teach you the tips and tricks you'll need for your next campaign.

Register soon because space is limited! See you on **May 9!**

MAY EVENTS



Friday, May 9

Alabama Rural
Electric Association

Registration is \$85 for
the first 60 applicants.

An agenda and
registration information
are enclosed.

PRCA's Night
with the



Saturday, May 31
7:05 p.m.

Tickets are \$9 each.
Families are invited.
To reserve tickets, e-mail
Niko Corley at
niko@alabamajustice.org
by **Friday, May 23.**

Jobline...

ADMINISTRATIVE ASSISTANT

The Alabama Society of CPAs seeks a detail-oriented professional with excellent written communication skills, strong interpersonal skills and organizational ability for entry-level full time position. MS Office skills required. Will manage multiple responsibilities in a fast-paced office environment; serve as support staff for member service association office located near downtown Montgomery.

In providing administrative support for the Continuing Education Department weekly tasks include routine reports, book orders, communicating with members and vendors, assisting with pre-event planning, reconciliation of seminars, and special event planning/execution. Prior office and administrative work experience preferred.

Mail résumé and salary requirements to: Jeannine Birmingham, President & CEO, ASCPA, P. O. Box 5000, Montgomery, AL 36103-5000, or e-mail jbirmingham@ascpa.org.



2008 PRCA State Conference Oct. 2-3

Renaissance Montgomery Hotel and Spa
at the Convention Center

Check us out online at www.prcaonline.com

**Get off the bench,
and get in the game!**

Member Profile...



Niko Corley is the public relations director for the Alabama Association for Justice, formerly known as the Alabama Trial Lawyers Association. He is the spokesman and point of contact for all ALAJ information, such as the civil justice system, legislative priorities and programs.

Do you have any tips to being a top PR practitioner?

Niko: Work smartly. Be honest with the media. Credibility is hard to build and easy to destroy.

What are the top three skills needed in PR?

Niko: 1) People skills; 2) Flexibility; 3) Honesty.

From where did your interest in PR originate?

Niko: From a journalist's salary.

Why did you join PRCA?

Niko: To network with other PR professionals in Montgomery and in Alabama.

What experience most shaped your career?

Niko: Every day you ought to learn something new.

What would you like to be doing in five years?

Niko: Making twice as much money doing half as much work.

What was the greatest lesson you learned through PR?

Niko: You're either a communicator or you're not. PR folks are usually people-people. You have to work well with others to excel in this business and be honest, dependable and trustworthy.

What is your greatest achievement?

Niko: I try and look at that on a day-to-day basis. It keeps things upbeat. Set a goal, or goals, work toward it or them, and then reevaluate. I don't think success in PR is a "one greatest achievement" kind of thing. You're usually working toward a bigger end goal than just the day-to-day stuff, but those daily goals lay the groundwork for the larger things you want to accomplish.

hdpr • high definition public relations • may 9

OUR AGENDA

8:30 a.m. Registration / Continental Breakfast

9 a.m. Welcome and Introductions

9:15 a.m. **SESSION I: Social Media and Its Transformation of PR**

Patti D. Hill, Founder and CEO of BlabberMouth PR and CameronWeeks Public Relations

Like never before, the practice of public relations is in a state of change. The Internet has boomed, busted and re-emerged with technologies and practices that are enabling new conversations that can start locally, and have a global impact. Not only is it important for PR strategists to understand the technologies and tools that enable social media, it's essential that we analyze and understand the shift in how information is absorbed and distributed.

10:15 a.m. Comfort Break

10:30 a.m. **SESSION I continued...**

11:30 a.m. Lunch and State Conference Skit

12:30 p.m. **SESSION II: From the State House Committee Room to the Office Lunch Room...Make Your Message Matter!**

Business Council of Alabama Veterans: Marty Sullivan, Senior VP for Public Affairs and Communications and Quentin Riggins, Senior VP for Governmental Affairs

Two seasoned political communicators will outline proven strategies for turning complex issues into high velocity messages that motivate and activate diverse audiences driven by vastly diverse agendas. BCA



Log online to www.prcamontgomery.org for a complete registration packet.

veterans Marty Sullivan, senior vice president for public affairs and communications, and Quentin Riggins, senior vice president for governmental affairs, will use real-world experiences and case studies to examine the sometimes tricky business of bridging the communications gap between governmental and public relations.

1:30 p.m. Comfort Break

1:45 p.m. **SESSION III: Branding Your Business in Today's Turbulent Market**

Tom Barnes, Senior Vice President of Fleishman-Hillard

Leveraging social media to get the most out of your PR initiatives. Learn the essentials of Online Editorial Outreach, key rules about blogging and optimizing press releases. You'll walk away knowing why Chicklets are more than just a chewing gum brand and what a "Wiki" really is.

3 p.m. Closing Remarks

✓ YES! SIGN ME UP!

Registration is limited to the first 60 applicants, so act quickly! Your **\$85** registration includes a special registration packet, three sessions with great speakers, continental breakfast, snacks and a hot lunch. **PRCA Members are also encouraged to invite their supervisors or other officemates they think may benefit from this training.**

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ E-MAIL _____

PRE-REGISTER FIRST! Fax your registration to Carol Gunter at 241-2301.

Make checks payable to PRCA-Montgomery and mail to • HDPR • Attention Carol Gunter
City of Montgomery Parks and Recreation Department • 1010 Forest Avenue • Montgomery, AL 36106

A Night with the Montgomery Biscuits!

What's spring without baseball? And, what's Montgomery without our two-time Southern League AA Champion Biscuits?



Join us on **Saturday, May 31, at 7:05 p.m.** to see Montgomery bat against Carolina. We have reserved a section of seats, and tickets are just **\$9** each. Families are invited.

As an added bonus, the Montgomery Chapter has invited our friends from the East Alabama Chapter to join us for our night out at the ballpark!

To reserve your tickets, please send an e-mail to **Niko Corley** at niko@alabamajustice.org no later than **Friday, May 23**. Because we don't have a regular lunch meeting in May due to our HDPR Educational Session, watch your e-mail for updates!

Mark Your Calendars...

Mark your calendars now for the 2007-08 Montgomery Chapter monthly meetings! All meetings are at the RSA Plaza Terrace beginning at 11:45 a.m. There is free parking in the parking deck. Cost to attend meetings is \$12 for members and \$20 for non-members and guests. *RSVP your attendance to Diane Christy at dchristy@ascpa.org no later than noon on the Friday prior to the Monday meeting.* Members who make reservations for chapter luncheons, but fail to cancel by noon the Friday prior to the meeting, will be responsible for payment.



May 9 (HDPR) June 9 July 7 Aug. 4 September TBA
Oct. 2-3 PRCA State Conference (www.prcaonline.com)

PRCA Montgomery is a monthly publication for PRCA's Montgomery Chapter members. For the most up-to-date information, visit www.prcamontgomery.org. Please send all job announcements, news items, updates and comments to Neil Probst at nprobst@capnhq.gov and indicate "PRCA" in the subject line.