

# PRCA MONTGOMERY

March 2008

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

## MESSAGE FROM THE PRESIDENT...

I remember reading in a textbook somewhere not too long ago about how the practice of public relations should be done in the open. After all, the entire theory behind public relations, well, is practically stated in what we call what we practice every day...PUBLIC.



Lori Quiller

A few weeks ago, a friend and fellow member of the Montgomery chapter sent me an e-mail she received that was an invitation to join what seemed to be a PR think-tank-type of organization. At first blush, it seemed innocent enough, and the e-mail was very flattering. My friend is everything the e-mail said...and more! She is a leading PR executive with a key leadership role in her organization. If they only knew! However, something in the e-mail's second paragraph caught our attention. One phrase was all it took, and this think-tank tanked.

"Confidential forum..." jumped off the screen at me. If this is a group of the nation's leading PR executives working to further the profession by exchanging ideas and strategies, why do it by confidential forum? Or, am I just not understanding the phrase?

Both of us had to know more, so we each went to the website to see what we could find out about these PR thinkers.

It's a slick web site, I've got to admit. Pithy quotes from well-known business celebrities. Some pretty interesting topics that are discussed during these "confidential forums," too. And, yeah, I

might borrow some and present them to the conference committee for our state conference in October. There's even a list of some members, but just some.

Another big question came to mind: Who nominated our colleague? There's actually a FAQ on the site that pertains to that very question. And, no, you can't find out who nominates you. So, I guess that makes you extremely honored!

But, these aren't the Oscars®, folks. It's not just an honor to be nominated. Yep, it's \$495 a year to join, and you, too, can be a member of a "confidential forum!"

I think I've poked fun at this group long enough, and if you would like the web address for them, you can ask me for it. I'll be happy to send it to you. I don't dare print it here. Someone from one of the "confidential forums" might get my name and come after me. I've had enough grief this past year to last me a lifetime without Mulder and Scully lurking in the shadows.

But, it begs a larger issue of the practice of public relations in the OPEN. Why wouldn't a group of this magnitude want to further the profession by passing along this wonderful information they are amassing...to the public that they are a part of? We are all about education, right? Here we are planning the largest conference the Montgomery chapter has ever seen, and we are searching for the best speakers we can find to further our skills. Why would those in our profession not want to share any new-found knowledge but instead keep it confidential? This ain't rocket science.

## CHAPTER MEETING

### **Pursuing the Truth: Communicating through Crisis and Bureaucracy**

**Monday, March 3  
RSA Plaza Terrace  
11:45 a.m.**

Guest Speaker:

**Aaron Henninger**  
Senior Military Analyst  
Public Affairs Center of  
Excellence  
Air University at  
Maxwell AFB

Members: \$12  
Non-members: \$20

RSVP to: Diane Christy  
[dchristy@ascpa.org](mailto:dchristy@ascpa.org)

RSVP Deadline:  
Noon Friday, Feb. 29

### **SPECIAL NOTE**

*Members who make reservations for chapter luncheons but fail to cancel by noon the Friday prior to the meeting ARE responsible for payment. We will invoice you!*

## Jobline...

### WEB ADMINISTRATOR

The Alabama State Bar has an immediate opening for a Web Administrator. This position includes: creating and designing graphics for new and existing pages; maintaining currency and ensuring accuracy of information posted; editing submissions; monitoring site for errors and making repairs; managing content supplied by various department staff; and podcasting. This position also requires a working knowledge of and experience with graphic design and printing processes. Bachelor's Degree preferred.

The successful candidate will have two years of experience, possess excellent interpersonal skills, be highly organized, able to manage multiple tasks, and be detail-oriented. A working understanding of client-side technologies such as HTML, Dreamweaver, JavaScript, Flash, Photoshop, InDesign and CSS are required; familiarity with Cold Fusion is a plus.

Salary commensurate with experience. Send cover letter indicating reasons for interest, resume and examples of design work for web and print by **March 10** to: Director of Information, Alabama State Bar, 415 Dexter Avenue, Montgomery, AL 36104. Equal Opportunity Employer.

### DIRECTOR OF MARKETING, ADVERTISING AND COMMUNITY RELATIONS

The Tuscaloosa County Park & Recreation Authority is seeking a Director of Marketing, Advertising, and Community Relations. Must have minimum of Bachelor's degree from four-year college or university; or four years related experience and/or training; or equivalent combination of education and experience.

Full benefits package available after successful completion of introductory period. Pre-employment background check and drug screen required.

Qualified applicants should send resume, transcripts, and three letters of reference to PARA, C/O Joseph Rose, P.O. Box 2496, Tuscaloosa, AL 35403-2496. Call 205-562-3220 for questions. Equal Opportunity Employer.

For a complete job description and more information, log on to [www.tcpara.org/careers.php](http://www.tcpara.org/careers.php) and look under Full-Time Positions.

## Member Profile...



**Emily Benton** is a marketing coordinator for Knology. She has a bachelor's degree in public relations from Auburn University, and her main focus is to help promote Knology in the community through events and sponsorships. She also help with newsletters, commercial placement, public appearances, local community channel and digital billboards.

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

**Emily:** Build good relationships and network. Be organized, and learn from every situation.

### *What are the top three skills needed in PR?*

**Emily:** 1) Organization / attention to detail; 2) Good communication skills – both spoken and written; 3) Flexibility.

### *From where did your interest in PR originate?*

**Emily:** I've always been interested in people and communication. I've always enjoyed a well-executed event or campaign.

### *Why did you join PRCA?*

**Emily:** I was involved in my college chapter at Auburn. PRCA is a great opportunity to network and to learn from my fellow PR professionals.

### *What experience most shaped your career?*

**Emily:** I am still in the early stages of my career but, I know I work best under pressure. I had been at Knology for about one month when things got busy. I had four or five large events in three days. After I successfully survived the weekend, I knew that I could make it.

### *What would you like to be doing in five years?*

**Emily:** In five years, I hope to be working for a non-profit organization handling all public relations and marketing efforts.

### *What was the greatest lesson you learned through PR?*

**Emily:** To be flexible and keep your cool during times of major stress. Always look for that one extra detail to make any event or campaign better.

### *What is your greatest achievement?*

**Emily:** Coordinating 80 major community, governmental and public relations events promoting Knology in 2007.

Helping others...

## Do you have an old digital camera?

If you've got more than one digital camera – one that's been shelved for a newer model, then we have the perfect solution for you!

We have an opportunity to help an organization called [Kiva.org](http://Kiva.org) give small loans (less than \$1,200) to poor entrepreneurs, enabling them to start or expand their businesses to help raise their families out of poverty.

The microfinance institutions need cameras so that loan officers can take pictures of clients to post on the Kiva webpage to raise the loan funds. The organizations have a network of small, rural branches rather than a large, central office so that clients do not need to travel very far to visit an office. While this setup serves the

clients' needs, it also means that there are not enough cameras at each branch for the loan officers to do their jobs. There might be 10 loan officers who visit clients' houses spread over three branch offices and only one camera among them to share. A request for additional cameras has been placed, and we can help!

Here's a link so you can see the types of photos they post:

<http://www.kiva.org/app.php?page=businesses&action=about&id=13319>

Many of us have out-dated digital lying around once we buy newer cameras. Any old digital camera will do to take the photos needed for these new loans. However, there is a short timeline on this project – **Feb. 28.**

If you do have an old digital camera (in any condition) that you wouldn't mind parting with, put it to good use! It's OK if it doesn't work or have a memory card or a power cord, the organization can figure that out.

If you have questions, please e-mail [Jordyan@gmail.com](mailto:Jordyan@gmail.com) and tell your friends and family, too. Please send the camera to:

Jenny Freeborn  
PO Box 2603  
Rancho Santa Fe, Calif. 92067

(for Fedex/UPS)  
6934 Las Colinas  
Rancho Santa Fe, Calif. 92067



**May 9<sup>th</sup>**

**8:30 a.m. • 3:30 p.m.**

**Alabama Rural Electric Association  
340 Technacenter Drive**

# Put a little fun in your Friday!



Join us for **PRCA After Hours** at the **Montgomery Museum of Fine Art** on **Friday, March 7**, from **6:30-8:30 p.m.** in conjunction with MMFA's First Fridays.

This exciting event happens the first Friday night of every month at the Montgomery Museum of Fine Arts, offering a place to relax, listen to great music, and look at extraordinary fine art. Each month showcases a different musical group and a wine sampling. A cash bar is also available. Next month will feature John Bull & The Polyester Playboys.

MMFA is extending a special member rate of **\$5** to all PRCA members, prospective members and spouses for Friday, March 7, only. **You must register to receive this great rate.** A cash bar will also be available. As a special treat for members, Museum staff have set up an opportunity for a special tour of the Museum for PRCA members with a docent. He will take those who are interested on a tour at 7:30 p.m. during the band's break.



**Remember, you must pre-register. Please e-mail Diane Christy at [dchristy@ascpa.org](mailto:dchristy@ascpa.org) by noon Thursday, March 6. We look forward to seeing at the Museum!**

## 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](mailto: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.



**March 3   April 7   May 9 (HDPR)   June 9   July 7   Aug. 4   September TBA**  
**Oct. 2-3 PRCA State Conference**

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