



Batter up, team!

Here we are hearing the home stretch, our bases are loaded, and our heavy-hitters are in the dugout just waiting for their chance to stand at the plate.



Lori Quiller

You know, I spent an entire summer at *The Enterprise Ledger* writing sports copy, among other things, and I don't think I ever used that many baseball-related phrases in one sentence before. Cool, man!

If you haven't quite figured out where I'm headed with this yet, then you really need to **Get In The Game!** The **2008 PRCA State Conference** is just around the corner, and it's going to be in the heart of downtown **Montgomery** on **Oct. 2-3**.

For more than a year now, the Montgomery Conference Planning Committee has been making preparations for this conference, and we are extremely pleased to present some of the nation's best and brightest in the public relations industry right here in Montgomery.

If you attended our educational program last year, you will certainly remember **Dr. Joe Trahan, APR**. Dr. Trahan is a nationally known and leading specialist in media training, and he will be kicking off our conference. Somehow, this New Orleans native and long-suffering New Orleans Saints fan manages to make media training FUN!

Of course, everyone remembers those haunting images of shoppers escaping from the mall in Omaha, Neb. All the network news stations carried stories of a gunman who stalked the facility...all of this with the tragedy of Virginia Tech still fresh on Americans' minds. How would you have handled such an emotional crisis? Joining us to help us understand how they managed this crisis will be **Nicole**

Spreck and **David Keating** of General Growth Properties.

And, if you think the elections are hotly debated right now, just hang on. You ain't seen nothing yet! The world of political public relations is fast and furious, and only the strong survive...and Montgomery's own **Marty Sullivan** has definitely been a survivor. As senior vice president for public affairs and communications for the Business Council of Alabama, Marty has been on the front lines of many elections, and she's joining us to tell us her war stories from the front lines.

One thing's for sure, if you aren't willing to change with the times, you're bound to be cyber roadkill in the field of public relations. Auburn University's **Robert French** is one of the nation's leading experts on PR and new media. Recently honored with inclusion in *PR Week's 2008 Editors' Choice* list, Robert has been interviewed by *The New York Times*, *The Wall Street Journal, Inc.* magazine and many other news organizations. If it's blogging or podcasting you're interested in, it's Robert you're looking for.

This is just a sampling of what we have in store for you in October. We've included an agenda here in the newsletter, but go online to www.prcanline.com and register for the conference soon!

And, finally, I'd be greatly remiss if I didn't introduce the Montgomery Planning Team! We still have a few tricks up our sleeves for October, but here's the roster: **Lori Quiller**, Montgomery chapter president, and conference committee chair; **Jim Plott**, Medallion Awards chair; **Peggy Collins**, conference registration chair; **Lara Lewis**, publicity chair; **Nia Johnson**, student activity chair; **Mary Kelley**, finance chair; and **Bill Cunningham**, **Scottie Mitchell**, **Lori Moneyham** and **Kay Yarbrough**, speaker chairs. Get in the game, kids!

CHAPTER MEETING

TODAY'S NEWS

A Look at the News from the Other Side of the Fence

Monday, Aug. 4
RSA Plaza Terrace
11:45 a.m.

Kim Price
Editor and Publisher of
The Wetumpka Herald and
The Tallasse Tribune

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

RSVP to Diane Christy
dchristy@ascpa.org

RSVP Deadline:
Noon Friday, Aug. 1

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!**

Job Opportunities...

FALL INTERNSHIP

AARP, a national membership and advocacy organization serving persons age 50 and over, has an opening for an intern for Fall 2008 with the AARP Alabama office in Montgomery. The intern will assist with statewide activities to implement AARP's issue campaigns, including planning, coordinating, and implementing events and rallies. The intern will also work on member engagement activities, volunteer recruitment and training and community outreach activities. We are seeking an undergraduate or graduate student in areas such as communications, public relations, adult education, human resources, sociology, gerontology, public

administration, or management with good computer and communication skills and the ability to work with diverse populations.

This is a paid internship, ranging from \$13 to \$30 per hour (depending on educational level and experience). Fall interns work for a maximum of 21 hours a week. The internship will begin in September and will run through Dec. 31, 2008. Interns must be enrolled in a degree program or a gerontology certificate program for credit for the period of their internships, but they can be either full-time or part-time students, and undergraduates or graduate students.

Interested students should e-mail their resumés to Dr. Betsy Sprouse in AARP Academic Affairs at internships@aarp.org. Please include in the e-mail header the code "AL." More information on the AARP Intern Program is available at www.aarp.org/research/academic.

FREELANCE WRITERS

Civil Air Patrol, the official auxiliary of the U.S. Air Force, is seeking freelance writers who are interested in writing feature stories for CAP's bimonthly magazine, the *Civil Air Patrol Volunteer*.

For more information, e-mail **Julie DeBardelaben, APR**, at jdebardelaben@capnhq.gov.

Member Profile...

Sandra Polizos is the public relations director for Saint James School. She has a Bachelor's degree in political science from Emory University and is a former producer for APT's "For the Record." Sandra will also be one of our guest panelists in October at the 2008 PRCA Annual Conference.



State
Conference
Speaker
Alert!

Why did you join PRCA?

Sandra: To network with other folks who are also PR practitioners

From where did your interest in PR originate?

Sandra: My dad. A Greek immigrant, he could communicate with anyone, regardless of language, because he was charming. Watching him taught me *how* you say something is as important as *what* you actually say.

What experience most shaped your career?

Sandra: Producing political debates for the state's top elected offices while I worked at Alabama Public Television. The deadline and performance pressure was a constant balancing act, as was convincing political candidates why they needed to debate, maintaining the integrity of the debates, and replying to constant reporter inquiries, all aimed at increasing the audience for the pending television event. Great public relations experience, on a number of fronts.

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

Sandra: Be honest with the media with whom you're working and help them realize they can depend on you. Think like they think. Anticipate their needs. Develop a relationship with reporters. Don't use e-mail alone to communicate.

What are the top three skills needed in PR?

Sandra: 1) Honesty; 2) Creativity; and 3) A good work ethic.

What would you like to be doing in five years?

Sandra: Working only nine months of the year and spending summers in Greece.

What was the greatest lesson you learned through PR?

Sandra: In the early 90's I produced a national PBS interview with former President Jimmy Carter. CNN's *The Capitol Gang* took Carter's comments out of context, running only a very short sound bite from the hour-long interview. I wrote the president of CNN, explaining how I thought their show had been unfair to the former U.S. president. The next week, the entire *Capitol Gang* program focused on the Carter interview, providing the opportunity for longer sound bites and much fairer coverage. The lesson: If you think you're right, don't shy away from the confrontation regardless of the reputation and strength of your opposition.

What is your greatest achievement?

Sandra: Completing this profile.

2008 PRCA State Conference

get in the game

Agenda • October 2-3 • Montgomery • www.prcaonline.com

WEDNESDAY, OCT. 1 (Tentative)

- 10 a.m. APR Boot Camp Begins
- 12 – 1 p.m. Lunch
- 4:30 p.m. Camp Adjourns
- 5:30 – 6:30 p.m. PRCA Board and APR Boot Camp Reception

DINNER ON YOUR OWN

THURSDAY, OCT. 2

- 8 – 9:30 a.m. PRCA State Board of Directors Meeting
- 9 a.m. – 3 p.m. Conference Registration
- 9 a.m. – 4:30 p.m. Medallion Awards Display
- 9:30 – 11:30 a.m. Opening General Session

- 9:30 a.m. **Prepare to Meet the Media! (or The Gumbo Soup of Media Training)**
*Dr. Joe Trahan, APR, PRSA Fellow
Trahan & Associates
McDonough, Ga.*

- 11:30 a.m. **Lunch and Student Medallion Awards**
*Guest Speaker:
Dr. David G. Bronner
CEO, Retirement Systems
of Alabama*

- 1 – 3 p.m. Afternoon General Session

- 1 p.m. **The Changing Role of Political PR in Alabama**
*Marty Sullivan
Senior Vice President for
Public Affairs and
Communications
Business Council of
Alabama*

- 2 p.m. **Public Relations in the Medical Profession: Does PR Belong in Medicine?**
*Dr. Sarah King
Director of Public Relations
Medical University of
South Carolina*

- 3 – 3:15 p.m. Afternoon Break

- 3:15 – 4 p.m. Afternoon Concurrent Sessions

- Session 1 **Sports Media in the 21st Century**
*Doug Amos
Assistant Athletic Director
for Media Relations
Faulkner University*

- Session 2 **Public Relations and the Governor's Office**
*Jessica Taylor
Director of Scheduling
Office of the Governor*

- Session 3 **When PR Isn't PR: How to Use Advertising with a PR Spin**
*Bill Cunningham
President
Cunningham Group, Inc.*

- 4 – 4:45 p.m. Repeat Concurrent Sessions 1, 2 and 3

- 5 – 6 p.m. Conference Reception

- 7 – 10 p.m. Dinner and Murder Mystery Theatre

FRIDAY, OCT. 3

- 8 a.m. – 12 p.m. Conference Registration

- 8 a.m. – 12 p.m. Medallion Awards Display

- 8:30 – 9:30 a.m. Conference Breakfast

- 9:30 – 11:30 a.m. Morning General Session

- 9:30 a.m. **Going Off the Record with PBS's "On the Record"**
*Tim Lennox, Bob Corley
and Sandra Polizos*

- 10:30 a.m. **Critical Mass: An In-Depth Look at the Omaha Mall Shooting**
*Nicole Spreck and
David Keating
General Growth Properties
Chicago, Ill.*

- 11:30 a.m. **Conference Luncheon**
*Guest Speaker: Comedian
Jenny Nolen*

- 1:30 – 4:45 p.m. Afternoon General Session

- 1:30 p.m. **PR and New Media: Who Needs Podcasting and Blogging Anyway?**
*Robert French
Communications Professor
Auburn University*

- 2:30 p.m. **Pursuing the Truth: Communicating through Crisis and Bureaucracy**
*Aaron Henninger
Senior Military Analyst
Public Affairs Center of
Excellence
Air University at Maxwell
Air Force Base*

- 3:30 – 3:45 p.m. Afternoon Break

- 3:45 p.m. **Student Workshop: Tips and Hints for Future Professionals**
A Panel Discussion

- 4:45 p.m. Adjourn

- 6 – 9 p.m. Medallion Awards Ceremony

2008 PRCA ANNUAL CONFERENCE

Corporate Partnership Enrollment

The Montgomery Chapter's Annual Conference Committee greatly appreciates your organization's consideration of being a Corporate Partner for the 2008 PRCA State Conference. We realize that the quality of our conference depends greatly upon the continued and unwavering support of our member organizations, and we would be honored by your contribution. The success of our conference depends upon the support of our members. **We will work with any organization willing to be a sponsor.**

INDIVIDUAL EVENT SPONSORSHIPS

- Breaks – \$1,000** (Two breaks available; one Thursday and one Friday)
- Speakers – \$750** (If you would like to help cover expenses of some of our speakers)
- Student Medallion Awards Luncheon – \$1,500 each** (Unlimited number of sponsorships available)
- Thursday Evening Dinner Theater (Off-Site) – \$1,500** (Unlimited number of sponsorships available)
- Friday Morning Breakfast – \$1,000** (Unlimited number of sponsorships available)
- Friday Conference Luncheon and Program – \$1,500** (Unlimited number of sponsorships available)
- Medallion Awards Dinner (Off-Site) – \$2,000** (Unlimited number of sponsorships available)



**WE
NEED
YOUR
HELP!**

CONFERENCE PARTNERSHIP LEVELS (A much better marketing package!)

All Corporate Partners will have their corporate logos displayed on the screens in the meeting rooms prior to the speaking engagements, recognized at all conference events as well as in the printed literature. We take very good care of all our sponsors!

- PLATINUM CONFERENCE PARTNER – \$5,000.** Platinum Corporate Partners will receive six (6) tickets to attend the 2008 PRCA State Conference, including our opening night event on Thursday, Oct. 2; all meal events, and the Medallion Awards on Friday, Oct. 3.
- GOLD CONFERENCE PARTNER – \$3,000.** Gold Corporate Partners will receive four (4) tickets to attend the 2008 PRCA State Conference, including our opening night event on Thursday, Oct. 2; all meal events, and the Medallion Awards on Friday, Oct. 3.
- SILVER CONFERENCE PARTNER – \$2,000.** Silver Corporate Partners will receive three (3) tickets to attend the 2008 PRCA State Conference, including our opening night event on Thursday, Oct. 2; all meal events, and the Medallion Awards on Friday, Oct. 3.
- BRONZE CONFERENCE PARTNER – \$1,000.** Bronze Corporate Partners will receive two (2) tickets to attend the 2008 PRCA State Conference, including our opening night event on Thursday, Oct. 2; all meal events, and the Medallion Awards on Friday, Oct. 3. Bronze

✓ ENROLL ME!

Contact Name _____

Company Name _____

Mailing Address _____

City / State / Zip _____

Phone Number (____) _____ Fax Number (____) _____

E-Mail Address _____

Amount Pledged \$ _____

Please contact **Lori Quiller, 2008 PRCA State Conference Chair**, at (334) 263-7594 or lquiller@acca-online.org. Sponsorships should be mailed to: **PRCA State Conference • P.O. Box 242758 • Montgomery, Ala. 36124-2758**. You will receive a confirmation packet upon receipt, as well as frequent conference updates throughout the year.

Tips for Better Communication...

ELIMINATE POOR COMMUNICATION HABITS

Careless communication can damage your relationships and your organization's performance. But if you know how to identify some of the nastier communication habits, you can avoid them.

These three habits should be the first to go:

- **Contacting others only when you need something.** You know people who perpetrate this bad habit. You hear from them when they are job hunting, when they need help with a problem or when they want ideas from you. Let's face it – no one likes feeling that they've been used. Better: Keep in contact with your network throughout the year. Call people when you have something to offer them: a business lead, an interesting article or just a word of encouragement.
- **Failing to return telephone calls or e-mail messages.** In some corporate cultures, this bad habit has become the norm. But, that doesn't make it acceptable. It's a nasty, inconsiderate communication habit. Better: Return all calls and messages within 24 hours. You don't have to answer a complicated question or provide the solution to a thorny problem within 24 hours. But, you should at least acknowledge that you received the message.
- **Spewing chronic negativity.** Anyone can point out flaws; it's an essential element of problemsolving. But, the chronically negative person takes it to a toxic level. This is the person who delivers negative opinions energetically and regularly. You may be guilty of chronic negativity if you find yourself prefacing your remarks with phrases such as, "You know what drives me crazy?" or "Do you know what so-and-so did?" Better: Point out the positive elements of a situation. Don't give in to the temptation to bash your organization or co-workers. If you do, your sour attitude – and not your ideas or hard work – will be what people remember about you.

— Adapted from "The 7 Worst Communication Habits," Jamie Walter, www.ivysea.com.



"It's amazing what can be accomplished when nobody cares who gets the credit."

Robert Yates

Mark Your Calendars...

Mark your calendars 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.* Those who make reservations for chapter luncheons, but fail to cancel by noon the Friday prior to the meeting, **will** be responsible for payment.

Aug. 4 September TBA Oct. 2-3 PRCA State Conference*

****Make your plans to attend the 2008 State Conference in Montgomery!***



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.