

PRCA MONTGOMERY

April 2008

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

MESSAGE FROM THE PRESIDENT...

WOW! It's really difficult to believe that April is already here! You have to admit...we've been a very busy chapter so far, but we still have far to go!



Lori Quiller

Just as the board of directors was gearing up for the new year, we all sat down together during our first meeting and discussed what our expectations were for our respective offices.

Given that I'm pulling double-duty as state conference chair and chapter president, my main concern was to be able to hold my own against these two groups of professionals! So far, so good!

Collectively, the board of directors had a few things that we wanted to achieve during the course of our tenure: to continue to find intriguing speakers for the monthly meetings and bolster attendance, continue on with our community service projects, to try new techniques with our spring educational session, and to cap our year with a spectacular state conference in October that will be long remembered.

Niko Corley, our vice president of programs, has done an outstanding job of finding engaging and enigmatic speakers for our monthly luncheons! Several of these speakers have agreed to expand their sessions and join us for the state conference in October. And, this month, Niko has certainly done it again with Dana Beyerle, Montgomery Bureau Chief of the New York Times Regional Newspaper Group. If you've never met Mr. Beyerle before, you're in for a real treat.

Our community service projects have proven that our members have true hearts of gold. Last month, we spontaneously collected \$320 from 38 members in attendance at the luncheon that was donated to The Salvation Army on behalf of the tornado victims in Prattville. We have members of our organization who are victims of this horrible situation, and I'll admit – I've never been brought to tears behind a podium before until I saw everyone reaching for their checkbooks and wallets simultaneously. And, we will continue our projects throughout the year under **Danielle Cole's** guidance, with The Montgomery Food Bank and other groups being the beneficiaries.

We will talk more about our state conference next month, but if you would like to take a preview of the website, please visit www.prcanline.com and check out the State Conference section. Get In the Game, kids! Registration info will be online soon, but sponsorship info is online now.

But, May is going to be an extra-special month. **Carol Gunter** has assembled a stellar team to tackle our annual educational session, HDPR. This ain't your average class in writing press releases, either. Carol, along with **Diane Christy, Kristi Gates, Lara Lewis, Heather Sellers** and **Cindy Scott** have put together a blow-out of a program that you definitely won't want to miss. If you feel like you're in a PR rut, this will definitely jump start your motors and get you going again. Special thanks to **Darryl Gates** for his cooperation in this project as well.

For those who think PRCA isn't for them, just aren't looking hard enough!

CHAPTER MEETING

2008 Political Roundup: Analysis and Commentary

Monday, April 7
RSA Plaza Terrace
11:45 a.m.

Guest Speaker:

Dana Beyerle

Montgomery
Bureau Chief

New York Times

Regional Newspaper Group

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

RSVP to Diane Christy
dchristy@ascpa.org

RSVP Deadline:
Noon Friday, April 4

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 DESIGNER – DEPARTMENT OF MENTAL HEALTH AND MENTAL RETARDATION

This position assists in the coordination of PR activities through the Public Information Office of the Alabama Department of Mental Health and Mental Retardation. Employees promote public awareness of mental illness, intellectual disabilities and substance addiction illness through the department's web site and other media in conjunction with the strategies and projects developed through the Public Information Office. Employees work independently and receive supervision from the Director of Public Information.

Qualifications: Graduation from a four-year college or university with a Bachelor's degree in Communication, Journalism, Public Relations, Graphic Arts, Web design, or a related field with some (12 months or more) experience in Web design, Graphic Design, Public Relations or Media. Significant school related projects and/or internship may be allowed as substitution for work experience.

You may view the full position announcement at:
http://www.mh.state.al.us/admin/hrm/ExemptJobs/Announcement_Text/Announcement_404_08-08.pdf. **Closing date is April 4, 2008.**

INTERNSHIP – GIRL SCOUTS OF SOUTHERN ALABAMA

We're looking for juniors, seniors or graduate students for unpaid internships in Finance, Program Development, IT and Public Relations. For a complete list of internship requirements, please check the web site at www.prcamontgomery.org.

Program Development: Candidates should possess a strong interest in program development and to pursue a career in a related field. Excellent communication and interpersonal skills are a must; good organizational skills and attention to details and deadlines. Enthusiastic and eager to learn; professional, ability to multitask, flexible, courteous telephone manner. Two positions available.

PR: A people person, outgoing, computer savvy, Microsoft Office skills needed for youth-oriented projects. We are looking for someone with web development skills and interest in the Interactive Media industry. We also need expert Web surfers, who know the top blogs, top viral humor (videos and pictures) web sites, or other similar sites that would appeal to teen and college-age audience, and be interested in development of appealing interactive media for our organization. Two positions available.

Interested candidates must complete an application and be willing to submit to a background investigation, depending upon placement. Send resumes to:

Mobile Service Center
3483 Springhill Avenue
Mobile, AL 36608
251.344.3330 or 800.476.3747
Fax: 251.344.4181
lbrent@girlscoutssa.org

Montgomery Service Center
145 Coliseum Boulevard
Montgomery, AL 36109
334.272.9164 or 800.239.6636
Fax: 334.272.6574
kedmonds@girlscoutssa.org

Member Profile...



Nia Johnson is the communications coordinator for the Community Bankers Association of Alabama. Because her office is small, Nia is the entire communications department, managing press releases, the quarterly magazine, scripts and presentations for conferences and mass e-mails to members.

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

Nia: Being able to establish and maintain great relationships is what PR is all about. Whether it is in our workplaces or with our publics, being able to build a relationship and communicate effectively is a key to being a successful practitioner.

What are the top three skills needed in PR?

Nia: 1) Writing/editing; 2) Multi-tasking; 3) Relationship building.

From where did your interest in PR originate?

Nia: In college I drifted through my first two years without a clue as to what I wanted to do for a career. One paper I had turned in for a Survey of Mass Communications class during my sophomore year came back to me with a note from my professor that said, "You should consider public relations." It turned out that the professor that encouraged me to go into PR was also the director of the PR sequence. So, I looked into it and decided that was the major for me.

Why did you join PRCA?

Nia: I saw the benefits of being a part of PRCA as a student at UAB. Knowing what I gained as a student, I knew that I would benefit that much more as a professional. The networking and educational opportunities offered through PRCA are invaluable!

What experience most shaped your career?

Nia: Spring is our busy time. We have an annual convention each spring that is by far our biggest event of the year. Planning for and working toward that convention, along with publishing a magazine, creating printed materials for other smaller events that we host, and completing my daily tasks all at the same time – and actually getting it all done – make me feel like I can handle anything. Those experiences help me gain confidence to take on any project that comes my way.

What would you like to be doing in five years?

Nia: I hope to start a family and still work part time.

What was the greatest lesson you learned through PR?

Nia: Having a great attitude and a positive outlook can make a world of difference. No matter how many deadlines you're facing or how many things are still on your "to do" list, maintaining a positive can-do attitude will go a long way in helping you become successful.

What is your greatest achievement?

Nia: As a senior at UAB, I was honored to be presented with the Michael K. Simmons Student of the Year Award at the PRCA State Conference. The next year I won my first Award of Excellence as a professional.



Friday • May 9th

Alabama Rural Electric Association • 340 Technacenter Drive



Registration begins at 8:30 a.m. • Lectures from 9 a.m. to 3 p.m.

\$85 registration fee for the first 60 applicants covers registration packet (with lots of surprises inside), continental breakfast, snacks, a hot lunch, door prizes...and of course three fantastic speakers!

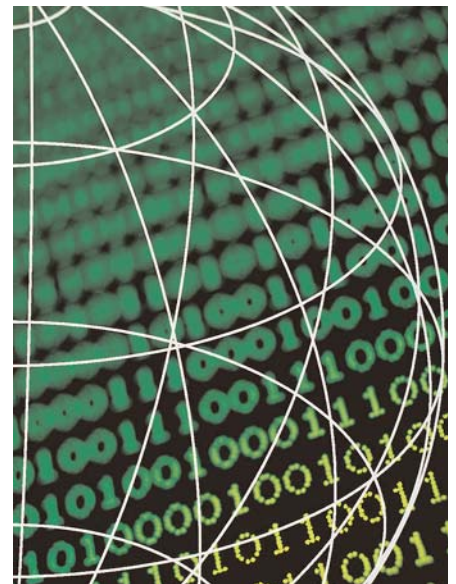
We don't want to blab too much just yet about what HDPR is all about. But, we will say this. Like never before, the practice of public relations is in a state of change. The Internet has boomed, busted and re-emerged with technologies and practices that are enabling new conversations that can start locally, and have a global impact. This fundamental shift has created a new landscape of influencers and an entirely new ecosystem for supporting the socialization of information.

Monologue has given way to dialog and in this new social media era, consumers are in control. With the injection of social media tools, every individual has the ability to eliminate professional media filters and utilize their networks to influence change, educate the masses, unite or fight for a cause, or even sway an election.

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. It is then that we will truly grasp the future of communications and our role in its success.

Intrigued? Then, make your plans to attend HDPR in May, and watch your e-mail for more details about our speakers and registration information.

If your PR skills aren't up to par in today's HD world, then you're just not in the game.



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.



April 7 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.