

# PRCA

August 2010



# MONTGOMERY

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

## Peter Shankman Workshop in October



Tuesday, October 5, 2010, on your Outlook calendar for one of our most exciting one-day professional workshops ever!

**Peter Shankman**, the founder and

CEO of The Geek Factory, a boutique marketing and PR strategy firm located in New York City will be our presenter for the day. Plus, the workshop will take place at Hyundai Motor Manufacturing Alabama.

Shankman is the author of *Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them* (Wiley and Sons 2006) and a frequent keynote speaker and workshop presenter at conferences, trade shows, and private companies, including The U.S. Department of Defense, The Public Relations Society of America, Advertising Week, and the Direct Marketing Association, among many others.

Included in the days activities will be a guided tour of one of the most modern automotive assembly plants in North America. You don't want to miss it! Registrations will be limited to the first 100 people. Registration deadline is September 24, 2010. The cost for the workshop is \$100 for PRCA members and \$125 for non-members. Visit the workshop link on the PRCA website

## PRCA's APR Jump Start August

Are you thinking about becoming accredited, but having trouble making the big leap? Join fellow public professionals from across the state at the 2010 PRCA APR Jump Start on Saturday, Aug. 28 in Montgomery. This is a great opportunity to learn more about the accreditation process and "jump start" your studying and planning for the readiness review and exam. Accredited professionals from across the state will share more about the APR process, key areas of study, and how to prepare for your readiness review. Click here to register now!

Date: Saturday, Aug. 28

Time: 9 a.m. - 2 p.m.

Cost: \$25

Location: Alabama Rural Electric Association of Co-Ops

Register by sending your name, PRCA chapter, and your email to:

[hugh@prcaonline.com](mailto:hugh@prcaonline.com). We will bill you via Paypal Invoice.

## CHAPTER MEETING

### Tackling PR in a Tough Economy

Tuesday — August 10  
Montgomery Country Club  
11:45 a.m.



#### GUEST SPEAKER

**Bill Todd, COO**

**o2 Ideas**

**(Former PRCA President)**

**Members \$16**

**Non-members: \$20**

**RSVP to Julie Joyner**

[jjoyner@riverregionunitedway.org](mailto:jjoyner@riverregionunitedway.org)

RSVP Deadline:

Noon Friday, June 4

If you do not RSVP  
the lunch cost is \$20

### 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!**

## In A Word: April 3-5, 2011



### How would you describe a PRCA conference?

In a word...PRCA conferences are educational. Informative. Entertaining. And in 2011, it's all about *the words*.

The 2011 conference theme, In A Word, is a nod to the various forms of writing we all encounter in our practice of public relations. Writing for news media. Writing for the Web. Speechwriting. Visual communications. Telling your story. Telling your company's story. It's all about the words.

Mark your calendars now to join us in Birmingham on April 3-5, 2011 at the brand new Embassy Suites Birmingham-Hoover. Stay tuned to [PRCAonline.com](http://PRCAonline.com) in coming months for speaker announcements and other conference news.

## Call for Nominees Public Relations Senior Practitioner of the Year

Each year, SPRF member organizations (ECPRO, PRAL, PRAM, and PRCA) and their respective chapters are invited to nominate up to two professionals per chapter for the SPRF Senior Practitioner designation.

The senior practitioner designation was established to honor members of SPRF who are recognized by their peers as veteran public relations professionals with high ethical standing. Recipients of this designation are announced at the SPRF annual conference.

### Guidelines for Nomination

1. Selection is made by each local chapter based on criteria set by the Southern Public Relations

Federation. To receive the designation "Senior Practitioner," a recipient must meet at least three of the following four criteria:

- 15 years of full-time public relations experience
- Accreditation by a Universal Accreditation Board member organization for public relations practitioners
- Officer or board member at chapter, state or regional level within SPRF member organizations
- Recognition of professionalism as evidenced by Practitioner of the Year, Lantern Award or similar honors and awards

2. Nominees may only be designated as a Senior Practitioner one time in their careers. To view a list of past designees, log on to:  
<http://sprf.org/awards/senior-practitioners/>

If you or someone you know is an ideal candidate for this recognition, please submit the name, along with the nomination form to Carol Gunter. Her email is [cgunter@montgomeryal.gov](mailto:cgunter@montgomeryal.gov).

## Rally in The Alley School Supplies Drive August 12

### Volunteers needed

**P**RCAs are partnering with EMERGE Montgomery to help collect school supplies for the Montgomery Public School System. Both organizations believe this is a "MUST DO" project to help our local school system.

Morgan Berney is forming a committee to kick off the School Supply campaign during the second Annual

Rally in the Alley for the United Way on Thursday, August 12, 2010. If you are interested in helping with this worthwhile project, please email her at [mberney@montgomerychamber.com](mailto:mberney@montgomerychamber.com).

The campaign will need plenty of volunteers to be a rousing success for the teachers and school children in the Montgomery County Public School system. Morgan and EMERGE representa-

tives will be contacting local businesses, that sell school supplies, to gain permission to hand out fliers in front of their store.

There is plenty of prep work to be done and your participation is critical, because our schools REALLY need this. It will be well worth the time and effort. If you would be willing to help please contact Morgan.

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 Robert Burns at [rburns@hmmausa.com](mailto:rburns@hmmausa.com) and indicate "PRCA" in the subject line.