

PRCA MONTGOMERY

March 2010

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

2010 PRCA Board Members inducted

Carol Gunter, public relations administrator—City of Montgomery, has been installed as the president of the Montgomery Chapter of the Public Relations Council of Alabama.

Other officers include Lara Lewis, marketing and public relations director—Montgomery Museum of Fine Arts, president-elect; Carolyn Kinney, media relations coordinator—Auburn Montgomery, vice president of programs; DiDi Henry, public affairs director—Montgomery County Commission, vice president of membership; Morgan Berney, marketing and event coordinator—Montgomery Chamber of Commerce, vice president of projects; Lori Quiller, director of communications and

events—Association of County Commissions of Alabama, accreditation chair; Robert Burns, manager of public relations—Hyundai Motor Manufacturing Alabama, vice president of communications and publicity; Julie Joyner, director of communications and marketing—River Region United Way, secretary; Mary Kelley, public relations and development director—Montgomery Catholic Preparatory School, treasurer; Nia Johnson, vice president of students; Kristin Cunningham, historian; and Lori Moneyham, public information specialist—Alabama Real Estate Commission, past president and ethics chair. Congratulations to all of the 2010 PRCA board members.

PRCA U New Thinking in an Old School

April 11-13, 2010 - Auburn, Alabama

Ladies & Gentlemen, we invite you to PRCA U! Where good 'ole academia meets a sophisticated, edgy, new way of thinking. It's time to dust off those bobby socks, shake out those pom-poms and head down to Auburn, Alabama, for the trip of your life.

We like to call it an outta sight ROAD TRIP that even your boss won't want to miss. Our highly qualified "administrators" (aka, conference committee) have been working hard to bring you top-notch "professors" (aka, speakers) with the highest caliber credentials.

Now, we know that you "students" (aka, conference attendees) will be

coming from all corners of the state. It's tough to get here, but we'll make it worth your while. Here's the skinny – this year, we're planning more fun (aka, Frat party), awesome food (no food fights, please!) and oh, the main reason for your visit, a little schooling.

Golly geez, we know knowledge is good. But don't think of this as work. The whole point is to just enjoy yourself. That's the real reason you set aside this time each year, right? And don't forget, a road trip like this never looks bad on your permanent record.

Sign up today for PRCA U at eaprca.com. **Scholarships are available look for details on Page 3.**

CHAPTER MEETING

How to Catch an Arrow

Would you like to learn how?

Tuesday, March 9
Montgomery Country Club
11:45 a.m.

GUEST SPEAKER

Tom Salter
Senior Communications Officer
Montgomery Public Schools

Members \$16
Non-members: \$20

RSVP to Julie Joyner
julie@doingwhatmatters.org

RSVP Deadline:
Noon Friday, March 5

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!**

Call for Judges— Student Medallion Awards



Are you curious about the public relations programs or projects local college students are developing? If so, here's your chance to not only see what issue the students are tackling but also give them feedback on their work.

Nia Johnson, PRCA's student liaison, needs seven volunteers to help judge this year's student medallion entries. The entries are divided into seven different groups, and she is making it very easy for you to serve as a judge. She will personally deliver the entries you want to judge and even pick them up when you're done. It doesn't get any simpler than that.

Please contact her at niamjohnson@gmail.com or (205) 913-6685 as soon as possible with what group of entries you'd like to judge and what time is convenient for her to bring the entries to you.

The categories to be judged are:

Group 1: Total of 10 entries

1. Total Public Relations Program
 - 2A. Long-term Internal (90 days or longer)
 - 2B. Long-term External (90 days or longer)
 - 2D. Short-term External (fewer than 90 days)

Group 2: Total of 14 entries

4. Issues Management/Crisis Management

- 4 A. Plan or Program
- 4 B. Position Paper

Group 3: Total of 23 entries

5. Writing for Media

- 5A. Print News Stories Internal/External
- 5C. Feature Stories Internal/External

Group 4: Total of 18 entries

6. Public Service

- 6A. Print Material
- 6B. Direct Marketing – Print
- 6E. Print Newspaper
- 6F. Electronic – Radio
- 6G. Electronic – Television
8. Speech Writing

Group 5: Total of 23 entries

9. Special Publications
 - 9E. Promotional Brochures and Folders – Two or More Colors
 - 9G. Informational Brochures and Folders – Two or More Colors
10. Magazines, Tabloids and Newsletters

10F. Newsletters – Internal or External, Black & White or Color

11. Promotions/Support Material
- 11C. Press Kit

11D. Specialty Promotional Item – Print (ex. Book marks, cards, invitations)

11E. Specialty Promotional Item (ex. Pens, cups, T-shirts)

Group 6: Total of 17 entries

12. Direct Mail
 - 12A. Posters
 - 12B. Bill Stuffers and Inserts
 13. Graphic Design
 - 13B. Photography, Single or Series for Display
 - 13D. Logos
 - 13E. Illustrations – Single
 15. Video Production
 - 15D. Video Newsletter
 16. Slide/PowerPoint Presentations
 17. Web Site Design
 18. Outdoor
- Group 7: Total of 12 Entries**
19. Potpourri

School Supply Drive Coming Soon

Committee Members needed

PRCAs is 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 help develop the school supply drive campaign. If you are interested in helping with this worthwhile project, please email her at mberney@montgomerychamber.com.

The campaign will begin in April and will need plenty of volunteers to be a

rousing success for the teachers and school children in Montgomery. Morgan and EMERGE representatives will be contacting local businesses, that sell school supplies, to gain permission to hand out fliers in front of their store.

These local businesses may also donate money or school supplies during the campaign. 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) by February 26.

Gates and Baker nominated

The 2010 PRCA Montgomery Chapter Board recently announced the nomination of **Darryl Gates**, vice president—communication, Alabama Rural Electric Association, for the Philip R. Forest Jr. Professional Achievement Award and **Kim Baker** a professor of Speech Communication at Alabama State University, for Educator of the Year.

Darryl Gates has been vice president of communications for the Alabama Rural Electric Association and editor of Alabama Living, the association's 375,000-circulation monthly magazine, since 1983. He holds a BA degree in communications from Auburn University Montgomery and has done graduate study in business administration and recreation resources management. Darryl is also Accredited in Public Relations (APR) and a Certified Cooperative Communicator (CCC), as well as a Senior Practitioner.

The Philip R. Forest Jr. Professional Achievement Award is the highest honor bestowed by the Public Relations Council of Alabama to a single practitioner. The recipi-

ent is selected from the six nominees presented by each of the organization's chapters: Birmingham, East Alabama, Mobile, Montgomery, North Alabama and West Alabama. The award recognizes a public relations practitioner who is outstanding in the field and who exhibits excellence in community service, professional activities and career achievement. It has been given to one Alabama public relations practitioner each year since 1973.

The Educator of the Year award recognizes one outstanding public relations educator. This award was established to acknowledge an educator who has taught public relations or a closely-related discipline and who has demonstrated a commitment to advance the profession of public relations.

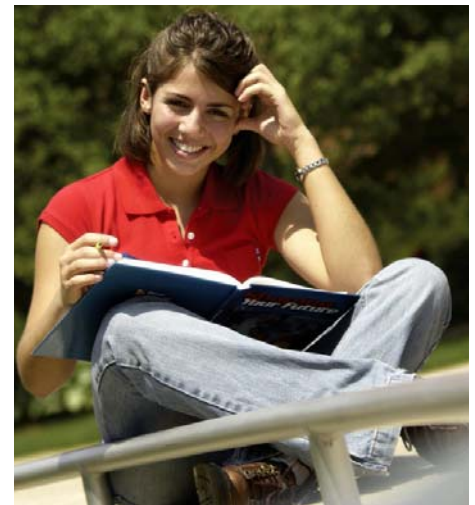


Darryl Gates

Scholarships to PRCA U Available

Need a scholarship to attend PRCA U? Then you are in luck. There are two scholarships available to the PRCA Conference for our chapter members at \$275 each. Plus, three student scholarships are available - 1 for an AUM student, 1 for a Troy Student, and 1 for an Alabama State student at \$150 each.

If you wish to be considered for a scholarship, email **Lara Lewis** at llewis@mmfa.org before **March 2, 2010**. The PRCA Chapter Board will review all requests and announce scholarship recipients before the early registration deadline.



Interested in serving on the Student Affairs Committee?

If you would like to work on a variety of projects to help strengthen our relationship with our student chapters, then the student affairs committee is the venue for you to involved. Please email **Nia Johnson** at niamjohnson@gmail.com to learn more about her plans for building strong partnerships with energetic students from local campuses.

Mark Your Calendars...

Be sure to block 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, Saatchi and Saatchi, CTIA, CTAM, CES, PMA, Mobile Marketing Asia, 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. Look for more details on the workshop in the coming months.

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 Robert Burns at rburns@hmmausa.com and indicate "PRCA" in the subject line.