

PRCA MONTGOMERY

May 2010

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

Message from the President



Carol Gunter

Wow! Time flies when you are having fun...or just so incredibly busy you haven't slowed down, either way I can't believe I am into my fifth month serving as president of such a wonderful group of PR

professionals. It has been a true honor, and at times a lot of work, but well-worth the effort.

If you weren't able to attend the 2010 State Conference in April hosted by the East Alabama Chapter you missed a fantastic opportunity to learn about new techniques and hear some unique tricks of our trade. I want to say congratulations to Mobile for being named Chapter of the Year; it was a much deserved honor.

We had plenty to be proud of as members of the Montgomery Chapter. I am especially proud that our very own **Darryl Gates, APR**, was the recipient of

the **The Philip R. Forrest, Jr. Professional Achievement Award** at the PRCA State Conference. The award is the highest honor bestowed by the Public Relations Council of Alabama to a practitioner. **Hank Schmitt**, who was one of Montgomery's finest, received the **Grover Smith Lifetime Achievement Award** posthumously at the PRCA State Conference. This award was established to recognize a dedicated practitioner whose lifetime has been one of distinguished service to the public relations profession and PRCA. Also, I would be remiss if I didn't mention that several of our members also went home with Awards of Excellence and Certificates of Merit. Great job!

We have some really terrific speakers lined up for the remainder of the year. The new meeting location has been a very positive change and the food is really great. I encourage all members, new and seasoned, to attend our meetings and pitch in to help where you can. As the old saying goes, you get as much out of it as you put into it and this certainly applies to your membership with PRCA. We promise to do our best to make your membership worth the effort!

LWT'S CREATEATHON

DEADLINE JUNE 4

LWT, a Montgomery-based marketing, media and interactive firm, reminds area non-profits the deadline to submit an application for CreateAthon™ (a 24-hour creative blitz for selected not-for-profit organizations) is **June 4**. The agency is closing its doors on October 7 to aid these local non-profits in their individual marketing effort with services including copywriting and design on projects such as brochures, identity/logo development, web site development and others.

How CreateAthon™ 2010 will work: From the pool of applicant submissions, LWT will choose non-profit organizations to receive free creative services during CreateAthon™. **The deadline for CreateAthon™ 2010 applications is June 4**. Please visit www.lwtconnect.com for an application or call Cindy Scott at 334.244.9933 for more information.

CHAPTER MEETING

Attracting Sporting Events to the River Region

Tuesday — June 8
Montgomery Country Club
11:45 a.m.



GUEST SPEAKER
Ken Blankenship
Central Alabama Sports Comm.
Members \$16
Non-members: \$20

RSVP to Julie Joyner
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!**

Montgomery Chapter Earns Awards at PRCA Conference

Montgomery places third in two categories

The outstanding efforts by our chapter members did not go unnoticed in two key categories for Chapter of the Year: Projects and Community Service. Montgomery placed third in both categories. Each chapter is recognized for all of their hard work each year at the state conference during the presentation of the Sharon Heflin Chapter of the Year Award presentation. An award is presented to an overall winner for Chapter of the Year, but judging is also coordinated for eight categories including Community Service, Membership, Accreditation, Projects, Chapter Management, Communications, Public Relations Education, and Programs. A first, second, and third place is awarded in each category. Thanks to all of you who work so hard to make our chapter great!

Hank Schmitt receives Lifetime Achievement Award Posthumously



One of Montgomery's finest received the Grover Smith Lifetime Achievement Award posthumously at the PRCA State Conference as

well. The award was established to recognize a dedicated practitioner whose lifetime has been one of distinguished service to the public relations profession and PRCA. Recipients must have demonstrated the highest and most meritorious contributions to the improvement, promotion, development, and progress of public relations throughout their careers.

The unanimous selection of the

review committee this year was our own Hank Schmitt of Montgomery.

Hank had a long career as a communicator and public relations professional. Many of you will remember Hank from his stint as president of the Montgomery PRCA chapter while others might have worked with him on various projects for Montgomery's River Region United Way. As their PR Director, the United Way raised over \$101 million. His professional work for United Way was recognized at a number of awards programs by PRCA, the Montgomery Association of Business Communicators, and others. Holley Midgely, both an APR and certified association executive and long-time member of the Montgomery Chapter gave an eloquent presentation of the award.

Hank's wife, Linda, came to the conference awards ceremony to accept the award on his behalf before a room full of tearful applause. We are honored to have had Hank as a part of our chapter for so many years and are thankful for his many years of service to the practice of public relations and to the com-

PAA Award Presented to Darryl Gates, APR

Darryl Gates, APR, is the Vice President, Communications/Editor for the Alabama Rural Electric Association of Cooperatives in Montgomery, Alabama and was the recipient of the The Philip R. Forrest, Jr. Professional Achievement Award at the PRCA State Conference held in Auburn, Alabama in early April.

The award is the highest honor bestowed by the Public Relations Council of Alabama to a practitioner. It is given to recognize public relations practitioners who are outstanding in the field. Darryl left journalism and entered a career in public relations nearly 27 years ago.



He began his early career as editor of the Alabama Rural Electric Association of Cooperatives monthly magazine, called "AREA Magazine" at the time. In 1989, "AREA Magazine" became what is known today as "Alabama Living" and it has since earned a national George W. Haggard Memorial Journalism Award, the only time in the magazine's 62-year history that it received this prestigious award from the National Rural Electric Cooperative Association. He will go on to represent PRCA in the SPRF Practitioner of the Year competition this fall. Congratulations, Darryl!

See additional winners on page 3.

New Members

James Riley
Chief Marketing Officer
Great Southern Wood Preserving, Inc.

Rachel Barwick
Alabama Society of Certified Public Accountants

Kimberly Baker
Public Relations Instructor
Alabama State University

Fall Workshop

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, 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.

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 in coming months for speaker announcements and other conference news.

Congrats!

Several Montgomery Chapter Mmembers earned Awards of Excellence and Certificates of Merit for worked judged during the 2010 PRCA State Conference. Congratulations to everyone listed below.

Awards of Excellence

1. **Starke Agency, Inc.** Website Square Root Interactive, 2A-Special PR Program, 90 days, less than \$10,000
2. **Ashley Miller Designs** Website - Square Root Interactive, 21-A- Website Development: Internet

Certificates of Merit:

1. Vision 2020: The Transformation of ASU-Alabama State University, 2C- Special Program, 90 days +, Greater than \$25,000
2. CAP Magazine **Civil Air Patrol**, 2A- Special PR Program, 90 days +, Less than \$10,000
3. Lads to Leaders/Leaderettes—**Nia Johnson**, Banking Traditions Magazine -13B Publication External Magazine

School Supplies

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 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.

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-

Drive Coming in

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. Please send all job announcements, news items, updates and comments to Robert Burns at rburns@hmmausa.com and indicate "PRCA" in the subject line.