

PRCA

October 2010



MONTGOMERY

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

Time to Nominate a Colleague

Each year, our chapter nominates someone for the Professional Achievement Award and Educator of the Year. Our chapter's nominees are due to the state board by December 1, 2010; therefore, it's time to do some thinking.

Please send the names of any of our chapter members who you think would represent our chapter well to Board President Carol Gunter (cgunter@montgomeryal.gov). The winners will be announced at the State Conference coming up April 3 through 5 at the Embassy Suites Birmingham-Hoover in Birmingham, Alabama. Guidelines are Below:

Philip R. Forest Professional Achievement Award Guidelines:

This award is the highest honor bestowed by the Public Relations Council of Alabama to a single practitioner. It is given to recognize public relations practitioners who are outstanding in the field of public relations.

One practitioner may be selected each year; however, judges also are given the option of not selecting a winner in any given year. The winner, along with all the nominees, will be recognized at the annual PRCA State Conference in April and will go on to represent our state in the SPRF PAA Award Competition.

A nominee must have been employed full-time in the field of public relations for a minimum of five years and be a member in good standing of the Public Relations Council of Alabama.

Educator of the Year Award Guidelines:

Eligibility: Full-time faculty members teaching in a public relations/ journalism/ communication curriculum, at any rank, who are members of the Public Relations Council of Alabama are eligible for nomination. The recipient of this award will go onto represent our state in the SPRF Educator of the Year Award Competition

CHAPTER MEETING

Memo to Insects: Bug Off

Tuesday — November 9
Montgomery Country Club
11:45 a.m.



GUEST SPEAKER
Theresa Childs
Marketing Communications
Manager—Rollins, Inc.

Members \$16
Non-members: \$20

RSVP to Julie Joyner
jjoyner@riverregionunitedway.org

RSVP Deadline:
Noon Friday, September 10

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!**

PRCA - Montgomery is a proud supporter of K.A.R.M.A.



Our chapter is partnering with Jessica Brookshire, founder of KARMA (Kids. Against. Ridicule. Meanness and Aggression) to help her kick off her campaign to educate children/parents of child bullying within today's school systems. As Public Relations and communications practitioners, we will be taking on many tasks including design work, writing and public information just to name a few. Some of you have already stepped up and mentioned that you will be glad to take on such a task. Contact Morgan Berney at mberney@montgomerychamber.com.

Burns and Quiller earn Senior Practitioner Designation

The Southern Public Relations Federation (SPRF) recently honored 10 of its veteran members with the distinguished designation of Senior Practitioner, presented during the Federation's annual conference on September 27, 2010 in Baton Rouge, Louisiana.

Each year, SPRF member organizations, including the Public Relations Council of Alabama (PRCA), and their respective chapters are invited to nominate up to two professionals per chapter for the SPRF Senior Practitioner designation.

The 2010 Montgomery Chapter recipients of this designation are: **Robert Burns** and **Lori Quiller**.

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. Members may only receive the designation one time in their career.

Nomination and selection is made by



Robert Burns



Lori Quiller

each local chapter based on criteria set by the SPRF. To receive the designation "Senior Practitioner," a recipient must meet three of the following four criteria:

- 15 years of full-time public relations experience
- Accreditation by the NAPRC member organization
- Officer or board member at chapter, state or SPRF level
- Recognition of professionalism as evidenced by such awards as Practitioner of the Year, Lantern Award or similar honor.

Publicity is not PR. PR is not publicity.

The idea that no PR is bad PR is ridiculous. There is such a thing as bad PR. There is such a thing as spin. And it's not what most of us in the public relations profession do for a living.

The problem is so much of what we do is invisible to the 'outside' (and even those within close proximity.) Public relations and publicity are not synonymous. However, many PR campaigns include means for publicity.

Publicity spreads information to gain public awareness; it is the child of effective public relations planning. Not the other way around.

'Spin,' on the other hand, that's propaganda:-

Public relations is about two-way communication and engagement. It is a social science that manages communication between an organization and its publics, not to mention that it provides an organization, or individual, exposure to their target audiences.

Gini Dietrich is the founder and chief executive officer of Arment Dietrich, Inc., a firm that uses non-traditional marketing in a digital world.

SPRF Announces 2010 Lantern Winners

The Southern Public Relations Federation (SPRF) recognized outstanding work in the field of public relations during the Lantern Awards ceremony held on September 28, 2010 in Baton Rouge, Louisiana. Awards, including Certificates of Merit, Awards of Excellence and Lantern Awards, were given in 25 categories.

From those, the judges also selected the Best of Show Award, and two Judges' Awards.

Montgomery Chapter members recognized during the awards ceremony are:

Special PR Program Short Term Budget \$25,000 or more Award of Merit

ASU President's Bus Tour
President William H, Harris
Marketing & Communications, Lois Russell

Annual Report, Budget under \$5,000 Award of Merit

FY 2008-2009 Chancellor's Report/2010 College Directory
Alabama Department of Post Secondary Education
Communications Division

Publications, External Magazine Lantern

Today Magazine
Alabama State University

Marketing & Communications,
Danielle Kennedy-Lamar

Website Development, Internet Award of Merit

Alabama State University Website
Marketing & Communications
Danielle Kennedy-Lamar

Interactive Media, CD or DVD Award of Excellence

Montgomery Career Academies:
Your Choice, Your Chance,
Your Change
EMERGE Montgomery
Lara Lewis

Images, Color Photography Award of Merit

ASU Photographs
Marketing & Communications
David Campbell, Photographer

Shankman Workshop Feedback

The surveys are in and a majority of PR professionals who attended the Peter Shankman Social Media workshop on October 5, 2010 agree that the event was excellent. One guest said, "The workshop was one of the best I've ever attended."

"Peter shared some great information and insight about the future of social media. He was also very entertaining," quipped another attendee.

Many attendees wished we had more time to hear and talk with Peter. He shared a number of examples of how he and other companies are successfully using social media to position a product or brand in the marketplace. Some of the best practice examples Peter reviewed could easily be implemented by businesses both large and small.

Thanks to Lara Lewis and her committee for making this workshop possible. And, thank to Hyundai Motor Manufacturing Alabama for hosting the event and providing an enjoyable tour.



Peter Shankman describes a social media trend he has used.

PRCA State Conference 2011 April 3-5, Birmingham, Alabama

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.

The 2011 Conference will take place April 3-5, 2010 at the Embassy Suites Birmingham-Hoover in Birmingham, Alabama.

What's the best word to describe PRCA's conference registration fees?

DISCOUNT!

PRCA is offering members an Early Bird Discount rate of \$225 for "In A Word" now through December 1, 2010. The full conference rate increases to \$275 once the Early Bird deadline passes, so register today for the discounted rate.



Your registration includes all keynote and breakout sessions, social activities, networking opportunities with fellow PRCA members, as well as the Student Awards and Medallion Awards luncheons.

Watch your e-mail inbox for your registration invitation.

Dates to Remember:

December 1: Early Bird Discount deadline

January 28: Medallion Awards entry deadline

Find us online at bit.ly/

Facebook_InAWord <http://bit.ly/Facebook_InAWord> and twitter.com/PRCA_InAWord <http://twitter.com/PRCA_InAWord> .

Speaker announcements and more conference details will be unveiled soon! Look for more info on Page 3.

PRCA—Montgomery 2011 Officers

Congratulations to the newly-elected PRCA-Montgomery officers for 2011. They will be installed at our monthly meeting to be held on December 14, 2010.

President Lara Lewis
 President-Elect Diane Christy
 VP Programs Meg Lewis
 VP Communications Robert Burns
 VP Education Nia Johnson
 VP Students Melody Kitchen
 VP Membership DiDi Henry

VP Projects Morgan Berney
 Secretary Julie Joyner
 Treasurer Amy Odom
 Historian Kristi Gates
 Member-at-Large Alison Ingle
 Past President Carol Gunter
 Board Advisor Lori Moneyham

PRCA Conference - Info You Need to Know

The brand new Embassy Suites Birmingham-Hoover is home to "In A Word." PRCA's conference rate of \$129 is now available at http://bit.ly/PRCA_Hotel.

This all-suite hotel is easily accessed from I-65 and features a complimentary cooked-to-order breakfast and a complimentary nightly Manager's Reception in the lobby. PRCA's room block is guaranteed through March 13. **Reserve your room today!**

Sponsorship Opportunities Still Available

Does your company provide a service to PR professionals? As a sponsor of PRCA's annual conference, you will have the opportunity to interact with some of the state's leading PR professionals. And don't forget – chapters can earn a 10 percent commission on any sponsors they bring in. Send any sponsorship leads to Association Manager Hugh Rushing at hugh@prcaonline.com.

For more information about sponsorship opportunities, please visit http://bit.ly/PRCA_Sponsors.

Is it Edwards' blog or Edwards's blog?

By Lauren Edwards - Ragan.com

That dang apostrophe plus "s" in names that end in "s." What's the rule? Is it "Edwards' advice" or "Edwards's advice"? The first one is correct. OK, then, is it the hostess' advice or the hostess's advice? This time, it's the second one. No wonder everyone's confused, right? I gave you two opposing answers, but both are correct.

The key point is this: "Proper nouns" (names) versus "common nouns" (not names). It's "no" on the extra "s" for names but "yes" on the extra "s" for ordinary nouns.

My way of remembering this is to remind myself that people get to spell their names any way they wish. So if Marie wants to spell her name Maree, that's OK. It's her prerogative.

In my experience, companies are very touchy about their names—understandably so. It seems to me that most tend to leave off the extra "s," which happens to be in keeping with Associated Press style. I feel the same way. I myself don't like the look of "Edwards's advice." I don't know why, I just don't like it. I prefer "Edwards' advice."

So ... names don't have to follow the standard rules. That's how I remember it. My suggestion would be to ask the person whose name you're making possessive, if he or she is available to you. If not, go with the AP rule. If it's a company's name, I'd look on the website for press releases and see how the company chooses to handle it. It really is the company's choice.

Now for the exception: Even with a common noun ending in "s," don't add the extra "s" after all if the next word begins with "s." Under that rule, these are all correct:

the witness's answer
the witness' story
the hostess's advice
the hostess' seat

You'll find this rule in the back of the AP Stylebook, in the punctuation section that many people don't know is there, under "apostrophe." Don't ask me why it's like this. That's a question for Grammar Girl. Does everyone agree on this rule? No.

Strunk & White is at odds with AP style on a few points, including this one. So are a few other style guides. Grammar Girl is with the AP on this one, I noticed. But she, too, acknowledges there's no agreement among the experts.

Some guides extend the exception to words that end in ce, x and z. The AP doesn't.

What It Takes to Win a PRCA Medallion Award

PRCA will offer a two hour webinar: What It Takes to Win a PRCA Medallion Award on Tuesday, November 9 between 2 and 4 p.m.

Hosted by Leigh Perry-Herndon, Medallion chair for the 2011 state PRCA conference and Niki Lim of Red Square Agency in Mobile, you'll learn about the Medallion program, the value of entering, how to prepare your work for entry and what judges will be looking for.

Registration is limited to the first fifty people who sign up.

How to register: Go to www.prcanline.com/pdfs/MedallionWebinarRegistrationform.pdf

Save the form to your computer. Open in Adobe Reader/Acrobat, fill the form out and hit the submit by email button. Not: if you fill this form out directly in your browser it may not transmit correctly. You should first download the form and then open it directly on your desktop. We will send you a confirmation and information on how to login to the seminar. You will need sound on your computer to hear the seminar. There is no charge for this webinar.

PRCA - Montgomery Members have spoken

During a 30-day period PRCA-Montgomery Chapter members were given an opportunity to complete an on line survey to provide PRCA board members feedback on their experience and expectations as a member of the Montgomery chapter. Thirty-seven percent of the membership completed the survey and the following is an summary of the responses.

The average member has been a member of PRCA for 1 to 5 years and joined the organization to gain access to professional development opportunities. The chapter is also considered a good place to meet and network with public relations professionals.

Members said they attended the monthly meetings to hear interesting speakers and network with colleagues, At the same time, those surveyed did not rate the price of the lunch, location, quality of food or other general announcements as important as having quality speakers. In fact, an overwhelming majority of you prefer to have speakers who can enlighten the membership on new techniques or business acumen.

The most popular suggested topic were: Social Media; Problem Solving and Decision-Making; Media Relations; Crisis Communication; Community Relations; Internal Communications and Management Skills.

When the topic of connecting with PRCA members was queried, everyone agreed that e-mail and the monthly newsletter were the preferred form of passing along information. In addition, the respondents asked that when messages or announcements were distrib-



uted that the topics could be any of the following: industry trends; news and best practices; workshops in and outside our chapter; job openings and promotions and job changes about our members.

The chapter website is considered a good source for meeting information and new job listings. Some suggested that links to the chapter's Facebook page, other PRCA chapter websites and other PR blogs be added to our site.

A membership directory with photos and contact information is VERY important to many, as well as, a tutorial on entering Medallion/Lantern entries. A number of our members are ready and willing to participate on committees or community outreach activities.

The majority of respondents stated that services projects involving 1 to 3

hours of their time was best for them. Some suggestions of causes for PRCA to involvement included: KARMA (many of you); Humane Society; Lighthouse; Domestic Violence; Community Centers and after school programs.

Connecting with fellow public relations professionals is important and suggestions for increasing opportunities to engage in meaningful dialogue were targeted towards after-hours events immediately following work. Some of the activities members would like to see planned include: happy hours/cocktail hours with networking and music; mixers with spouses; concerts; arts events; Emerge events; etc.

In the end, a majority (62.1%) of the members responding to the survey believe PRCA offers lots of value; however, below is a majority of the suggestions you would like to see us consider implementing.

More member recognition; more one-day workshops/seminars that really do add value; a membership directory online; pool our resources/work together with other chapters; end-of-the-year awards for members; Notice of achievements for our members; more speakers with topics relevant to the field; reduce dues; best practices/case studies on PR/Communications; better speakers at the luncheons and list more job opportunities.

Thanks to everyone who completed the survey, this information will be very helpful to the PRCA Board as it plans meeting, workshops and other value-added events and activities for the coming year.