

# PRCA MONTGOMERY

September 2010

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

## Peter Shankman Workshop in October Only 40 Slots Left—Register Today!



Mark 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, 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 STUDENT MIXER

**AlleyBar, downtown  
Tuesday, September 21<sup>st</sup>  
5pm to 7pm**

Come mix & mingle with local PR and communications students, as well as the professionals of the PRCA Montgomery Chapter.

RSVP by Friday, September 17<sup>th</sup> to Nia Johnson  
at [niamjohnson@gmail.com](mailto:niamjohnson@gmail.com)

## CHAPTER MEETING

### What is K.A.R.M.A.

**Tuesday — September 14  
Montgomery Country Club  
11:45 a.m.**



**GUEST SPEAKER  
Jessica Brookshire  
Founder  
Kids Against Ridicule  
Meanness and Aggression**

**Members \$16  
Non-members: \$20**

**RSVP to Julie Joyner  
[jjoyner@riverregionunitedway.org](mailto: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!**

## Thanks PRCA Members

Several Public Relations Council of Alabama – Montgomery Chapter members volunteered to support the Rally in the Alley school supply drive and helped repaint a commemorative fishing lure at the Riverfront. Thank for everything you do to make Montgomery and the River Region and wonderful place to live.

### Another chance to help...

PRCA will be assisting the Alabama Council for the Blind at their State Conference on Friday, October 8. The 2010 conference is titled "A New World of Opportunities" and will focus on the ability of blind and disabled persons to be great employees and contributors to the community. PRCA members are needed from noon until 5 p.m. to assist the attendees to and from meetings and events. Please contact Morgan Berney if you'd like to volunteer. [mberney@montgomerychamber.com](mailto:mberney@montgomerychamber.com)

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



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.

## 5 Tips for Writing a Press Release Joe Pompeo—Business Insider

**G**ood press releases, however, can catch the attention of reporters, resulting in news stories and more. Here are five tips on how to make sure your press release gets noticed (in a good way):

### Don't Bury the Lead

A press release, much like your traditional newspaper story, should highlight all of the most important news right off the bat. Don't try to get too creative or come up with a witty lead paragraph, because chances are if a reporter can't tell what your press release is about, they will stop reading it.

### Make Sure Your Headline is Strong

The headline should read like an even shorter, more summed-up version of the first few sentences. It should convey the same points in fewer words. You can also pack a few additional details into a subhead. The goal is to get a reporter to spend 60 seconds reading what you have to say.

### Don't Leave Room for Confusion

A press release is supposed to be the gateway to a story, not the story itself, and good reporters generally won't regurgitate press releases as news. But sometimes, depending on what the news is, a press release might just say it all, and a reporter can craft an item out of it by simply taking off the spin and relaying the details in a more newsy way.

### Dot Your "I's" and Cross Your "T's"

It's bad when a reporter makes a factual, spelling or grammatical error in a news story. But mistakes happen, especially when you're on deadline. Press releases can usually be proofread several times before they are sent out -- there is no excuse for careless errors.

### Personalize It

Not the release itself, but your method of delivery. If there are a few reporters or editors in particular that you really want to score coverage from, include a personal note with the email containing the release. At the very least, it will make them feel like they are actually hearing from a human.

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.