

PRCA MONTGOMERY

April 2011

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

Letter from the President

In As a child, I always heard the rhyme this time of year, “April showers bring May flowers.” I heard it--never giving it much thought than the obvious—the heavy rains of April can bring about an abundance of flowers in May.

As I have gotten older, the phrase “April showers bring May flowers” means much more...it almost serves as a parable to patience. Great things come to those who wait--patiently, wait, that is. Part of our mission at the Public Relations Council of Alabama, is advocating for the profession through effective member action and volunteer leadership. This spring, we are doing just that and I hope all of you will join us on our ventures to help those affected by Cystic Fibrosis.

The disease is an inherited one that can cause lung and digestive problems in children and young adults. It requires much patience on the part of the patient and the patient’s caregivers as they undergo daily breathing treatments and the preparing of a special diet.

On Tuesday, April 12, we will hear about Community Relations from Kori Saucer, Development Manager for the Cystic Fibrosis Foundation’s Alabama Chapter. She will also share with us information about Cystic Fibrosis and how we can help, particularly with their GREAT STRIDES walk event with



Lara Lewis

which our chapter will be participating on May 22.

Although the month of April may be filled with showers, as are the lives of many Cystic Fibrosis patients when it comes to dealing with this disease, we at the Public Relations Council know the rain will bring an abundance of May flowers for many of those affected thanks to our

broadened awareness of this disease and our effective

member action and volunteer leadership when called to help.

In addition to a wonderful April speaker and a quarterly service project in the works, we have been busy at PRCA putting together student programs, quarterly socials, mini-educational sessions, and planning our one-day educational workshop to be held this fall.

I hope you are as excited as we are about our spring line-up. Thanks to the hard work of many volunteers, our event attendance, membership numbers, and positive feedback continue to grow (almost as fast as our spring gardens) and we appreciate your membership and continued support of our organization.

All my best,

Lara Lewis
2011 PRCA-Montgomery President

CHAPTER MEETING

Cystic Fibrosis Great Strides Walk

Tuesday — April 12
Montgomery Country Club
11:45 a.m.



...adding tomorrows every day.

GUEST SPEAKER

Kori Saucer
Development Manager
Cystic Fibrosis Foundation

Members \$18
Non-members: \$20

RSVP to Julie Joyner

jjoyner@riverregionunitedway.org

RSVP Deadline:
Noon Friday, April 8

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 fairs well at 2011 PRCA Conference

More than a dozen PRCA Montgomery chapter members made the trek up I-65 to attend the 2011 PRCA Conference in Birmingham, Alabama. The chapter did not leave the Magic City empty handed. Our chapter earned five Chapter of the Year awards, a member and a student member earned Awards of Merit.

Montgomery earned first place recognition for its Peter Shankman workshop coordinated by **Lara Lewis**. The chapter was recognized with second place certificates in the membership, accreditation and chapter management categories. Third place honors went to the chapter's communication efforts with our membership.

The Civil Air Patrol won an Award of Merit for its external publication. **Steve Cox** was on hand to receive the award.

Alabama State University student **Alexandria Hern** won a Certificate of Excellence for her Camp Sunshine project.

The agenda for the conference themed "In a Word", touched on the fact that on any given day as part of our jobs, we may be called on for our expertise in media relations, crisis management or employee communications. At the heart of what we all do are the words. Written or spoken, words are our tools.

The conference featured a number of informative and entertaining speakers who offered their insight and expertise to enlighten the conference attendees.

The PRCA-Birmingham Chapter hosted the conference and the following people served on the planning committee: Nan Baldwin, Robyn Bridges, Joy Carter, Janet Griffith, Leigh Perry-Herndon, Ivie Isler, Jennifer Jenkins, Lindsay Jones, Adam Kelley, Casey Lassiter, Dana McGough, Crystal Murphy, Lori Moneyham, Hugh Rushing, Jody Seal, Josh Till, and Helen Todd.



PRCA Montgomery Chapter members attending the state conference (l-r) front row: Melody Kitchen, Morgan Berney, Carol Gunter, Lara Lewis, Keron Forte, Krista Hawkins; second row: Nia Johnson, Vernita Oliver-Lane, Edith Parten, Ashley Paige Layson, Lori Moneyham, Anissa Riley and Robert Burns.

Interview Skills Workshop - April 8

It's time to put your game face on, leave the huddle and get out on the field. Let the Montgomery Chapter of the Public Relations Council of Alabama coach you as you enter THE game -- your career.

Join us from 2-4 p.m. April 8, at the auditorium of the Montgomery Cardiac Institute at Baptist South, 2119 East South Blvd., for an Interview Skills Workshop.

The workshop will include tips on resume writing, professional etiquette, business dress, and on the impact that social media can have on your success. You'll have a chance to test your interviewing skills with PR veterans in a speed-dating format - as many 10 minute mock interviews as we can squeeze into an hour! Afterwards, we'll recap your



strengths and weaknesses as a group.

We promise you'll leave with more confidence and be better prepared to score an outstanding PR position. For more information contact Melody Kitchen, 334.273.4389 or Diane Christy, 334.386.5752.

Member-Get-A-Member 2011 Recruitment Campaign

The long term growth and success of PRCA Montgomery is dependent on sustaining membership from year to year.

Throughout 2011 you can earn chances to win up to \$250 for recruiting new members for our chapter. All of the details are below.

Entry Rules

- New member applications in any category (Regular, Associate) received between January 1, 2011 and December 31, 2011 will be counted in the 2011 campaign.
- Only current paid members are eligible to qualify. Must be a member at the time the new member joins.
- On the new member application, your name must be listed as the sponsor.
- Recruits are defined as paid new members or former members, but not renewing members. (Renewing members are from the previous calendar year).

How to Participate

- Give the membership application to a potential new member or direct them to our website for more information and an application.
- Invite a colleague to an event so they can experience the benefits of membership first-hand.
- Write your name on the application, make copies and give to potential members.

- Send DiDi Henry, VP of Membership, (DIDIHENRY@mc-ala.org), the name and addresses of colleagues who could benefit from membership. We'll send them information, noting that you are the recruiter.

What You Can Win

- Recognition: All participants will be recognized in newsletter and at our monthly meetings. All prizewinners will be announced at the end of the year Holiday social.
- Prizes: For every person you recruit who becomes a member your name will go into a quarterly drawing. For example, if you recruit four new members, your name will go into the drawing four times. We will draw names for prizes quarterly: March, June, October, and December.
- Grand Prize: The grand prize is \$250 cash. The grand prize is awarded to the person who has the most recruits, regardless of membership category. Must have a minimum of three paid new member recruits to qualify.
- Second Prize: The second prize is \$200 cash. The second prize is awarded to the person who has the second most recruits, regardless of membership category.
- Third Prize: The third prize is \$150 cash. The third prize is awarded to the person who has the third most recruits, regardless of the membership category.

Volunteers Needed Great Strides Walk - May 22

The Montgomery Chapter of PRCA is in the process of gathering volunteers for its second community project of 2011. Members will be assisting the local Cystic Fibrosis Foundation with its annual Great Strides walk on Sunday, May 22nd.

PRCA volunteers will be forming a walking team as well as assisting with promotional needs and event help. If you are interested in walking or helping out on this day, please contact Morgan Berney, VP of Projects at mberney@montgomerychamber.com.



Does Your Company Offer Internships?

To help our student members gain valuable experience, PRCA would like to begin keeping track of companies that offer internships.

If your company offers public relations internships, please send that information to Melody Kitchen at mrkitchen@baptistfirst.org.

Member Job Changes and Promotions

Please forward any job changes, promotions, and recognitions you receive to our VP of Communications, Robert Burns at rburns@hmmausa.com and we will publish them in our monthly newsletter and announce them at our monthly meetings.

Wanted: Workshop Volunteers

Did you have a great time at the educational workshop last year? Want to help make this year's even better? Nia Johnson, vice president of education, is looking for volunteers to serve on this year's workshop committee! We'll need everything from promotional and logistics planning to registration and sponsorship help. If you're interested, please contact Nia at niamjohnson@gmail.com. Also, contact Nia if you know of someone that would make a great workshop speaker!

The Transformation of Trust

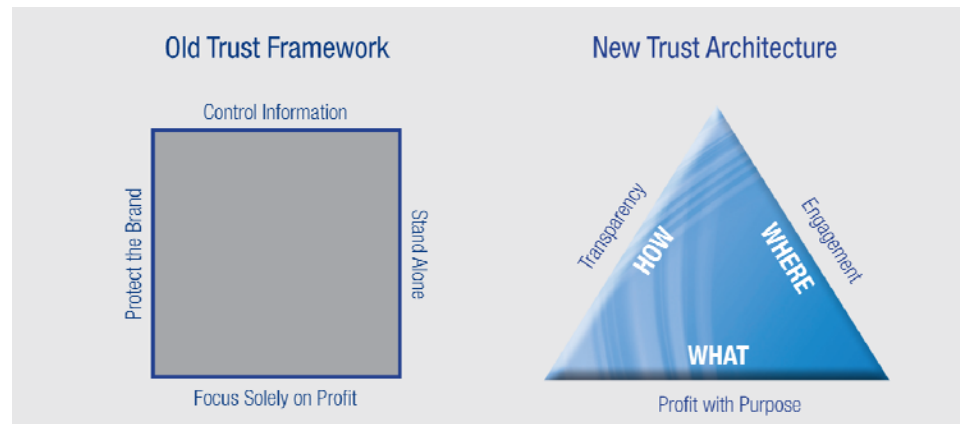
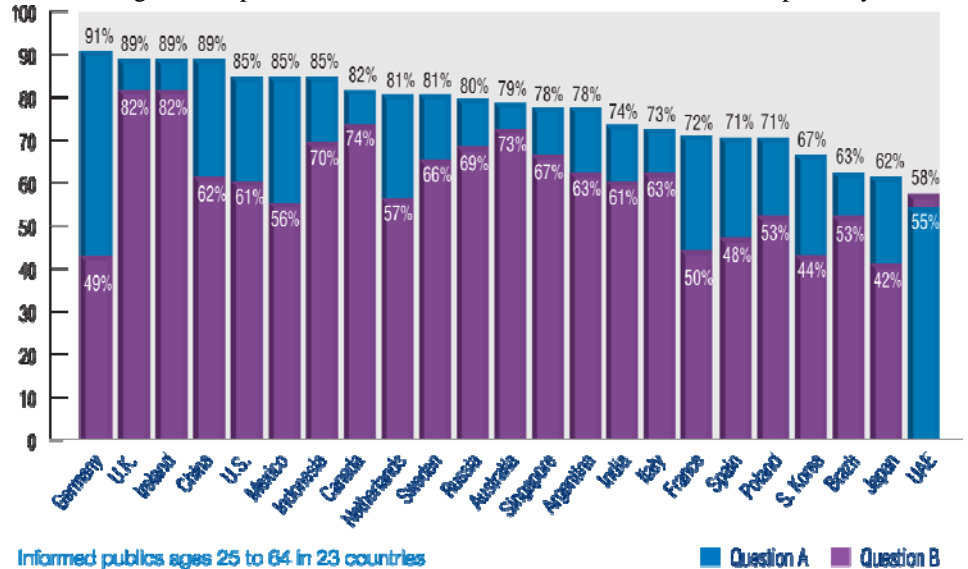
Trust in business may have stabilized globally, but it is different and conditional, premised on what a company does and how it communicates. In this transformation, there are new expectations for governments, corporations, and leaders—as well as a new architecture for earning trust.

It supplants the “fortress framework” in which corporations have customarily protected their brands, controlled information, and given short shrift to partners, aiming to maximize returns solely for shareholders. The new model, a “trust triangle,” is based on the expectation for companies to act collaboratively to benefit society not just shareholders (What); be transparent about their operations and profit engines (How); and engage using a range of spokespeople and all forms of media—mainstream, new, social, and owned (Where). Trust is no longer a commodity that is acquired, but rather a benefit that is bestowed. Business has the opportunity to build an enduring foundation of trust by asking its leaders to commit to a strategy that brings value to both investors and society.

Richard Edelman
 President and CEO, Edelman

Expectations high for business to invest in society

A. Agree: Should corporations create shareholder value in a way that aligns with society’s interests, even if that means sacrificing shareholder value? **B.** Agree: Should government regulate corporations’ activities to ensure business behaves responsibly?



Welcome New Members

The following people are new members of the PRCA Montgomery Chapter for calendar year 2011:

- **Nancy Wall Hewston**, director of federal affairs and strategic communications, Business Council of Alabama
- **Whitney Hicks**, communications and marketing director, Online Commerce Group

Meeting Survey Results

Forty-one people attend the March luncheon. Twenty-seven people filled out the survey, so a 65% return rate.

The results were as follows:

- Food: 100% good**
- Service: 92% good; 8% fair**
- Topic: 92% good; 8% fair**
- Speaker: 96% good; 4% fair**
- Overall: 96% good; 4% fair**

Comments: Speaker was very dynamic and personable; Very good; Very informative and entertaining; Very informative and a breath of fresh air; Great talk for me and timely as I am considering APR

Become an APR Professional

John Forde, associate professor, Mississippi State University, talked about the value of pursuing accreditation in Public Relations (APR) at the March PRCA chapter meeting. John pointed out that APR give you



John Forde

an opportunity to increase your knowledge base, provides knowledge synthesis and increase work performance.

APR also builds your credibility in the profession and demonstrates

to others in your field that you care about presenting the highest level of professionalism.

Pursuing an APR requires individuals to go through a readiness review and take an exam that is based on their knowledge, skills and abilities. Applicants must be members of PRCA or SPRF and hold a bachelor's degree in a related field or equivalent. Five years of PR experience is also required. This requirements actually gives the applicant a chance to use their book knowledge in the "real" world before preparing for the accreditation exam.

If you are ready to pursue APR status

in the PR field, here are the steps John suggested a person take to increase their chances for success.

Review the knowledge, skills and abilities outlines on the APR accreditation website. If you are comfortable with your current skill set you can apply to take the exam and study for up to one year before completing the computer-based test.

Speaking of studying, there are many resources available to help you prepare. There is an online study guide, suggested books and resources to research, people can and should form study groups and your own experience will help you. A fee-based online study course is also available for \$195. Check out praccreditation.org for all the details.

As you get closer to being ready for the exam, you will need to prepare a portfolio and sit through a Readiness Review Panel with three APR practitioners. The readiness review is an opportunity to verbally express your knowledge, review one or more of your projects and receive feedback from the panel.

When you are deemed ready by the Readiness Review Panel, then you are ready to take the 188 question APR exam. Score a 70 or better on the exam and you will join the ranks of other APR practitioners.

DiDi Henry named First Star of the Quarter

PRCA Montgomery unanimously agreed that **DiDi Henry** was the "star" of the first quarter in 2011. DiDi's dedication to KARMA (Kids Against Ridicule, Meanness and Aggression) and organizing a town hall meeting appropriately titled "Montgomery Stands Strong Against Bullying" made her worthy of this recognition. The event drew 600 people to Frazer Memorial United Methodist Church from across the River Region.

"People realize there's a message that needs to be shared. Parents said they are looking to open the dialogue with their children, to talk to children about what's going on in their lives," said DiDi Henry. "One thing that's hard for a child that's bullied is to tell their parents."

The Public Relations Council of Alabama is filled with many talented and dedicated practitioners and we want to recognize you for all of your hard work! Each quarter, we will present one hard-working member with a "Star of the Quarter" plaque at our general membership meetings.

The award recipient will have gone above and beyond in their dedication to the practice and to PRCA through attendance at meetings, socials, participated in PRCA-driven events and initiatives, and donates their PR skills and time to the community. The inaugural award will be presented at our March 8, 2011 meeting. If you have a nomination for the award, please send it to Carol Gunter—cgunter@montgomeryal.gov or Lori Moneyham—lori.moneyham@arec.alabama.gov by May 31, 2011.

Wine Tasting Social a fun gathering

PRCA-Montgomery's first social was a huge success! A wine tasting was held on March 17 at Ted the Wine Guy with 22 participants. Attendees enjoyed a variety of wine offerings along with hors d'oeuvres. Keep your eyes open—the next social will be announced soon.

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.