

PRCA MONTGOMERY

August 2011

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

Letter from the President

I can't believe it is August and we are already beginning plans for the 2012 PRCA year. More than anything, I really can't believe I've been involved in PRCA now since 2005...nearly seven years. Time sure does fly when you are having fun!

I can remember my first year of membership in PRCA, the incoming president sent out a letter to the membership encouraging members to get active with the organization as she had. She asked for those interested in board or committee service to contact her. I can remember being so grateful that she asked because it gave me the opportunity to get involved in the organization on a much deeper level. I ended up serving on the board that next year, and little did I know how deeply it would impact my life, both personally and professionally.

I have met some of my dearest friends through the organization; I have gotten countless pieces of advice and coaching from our talented pool of members; I have grown in my understanding of leadership and board service; and best of all, I have



Lara Lewis

had the opportunity to grow and learn professionally from the many, many opportunities PRCA provides its members.

With that said, I am so excited to say the same thing to all of you...If you are interested in board service for 2012, please let either myself or Diane Christy

know. Diane is already hard at work in putting plans together for a fantastic year and would love to have you join her team. You may e-mail me at llewis@mmfa.org or Diane at dchristy@ascpa.org.

I look forward to all of the opportunities in store for you the rest of this year; to all of the fantastic plans to come for 2012; and to hearing from those of you interested in serving on our 2012 board of directors.

All my best,

Lara Lewis
2011 PRCA
Montgomery President

CHAPTER MEETING

Research & Evaluation on a Tight Budget



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

Jennifer Jenkins, APR
President—JJPR

Members \$18
Non-members: \$20

RSVP to Julie Joyner
jjoyner@riverregionunitedway.org

RSVP Deadline:
Noon Friday, June 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 scholarship available soon!

Beginning in November, PRCA will begin awarding \$1,000 each fall and spring to the most deserving part-time or full-time student.



The application will be available online later this month and the deadline for this fall's award is Monday, Oct. 3.

Criteria for the scholarship:

- * You must be an active member of the PRCA Montgomery Chapter and/or your local student chapter. Meaning you must have attended two or more professional or student chapter meetings in a calendar year.
- * You are currently enrolled in an accredited Alabama university.

- * You are working towards a degree in communications, public relations, marketing or in a related field
- * GPA of 3.0 on a 4.0 scale

Look for the application on the PRCA Montgomery Chapter Web site or if you have any questions, please contact Melody Kitchen at (334) 273-4389 or mrkitchen@baptistfirst.org.



You be the judge

The Montgomery Chapter of PRCA will be doing its next project during the month of September.

We are looking for ten to 15 volunteers to help judge the statewide medallion award entries.

Please email Morgan Berney if this is something you are interested in participating in mberney@montgomerychamber.com.



Save The Date: Educational Mini-Session and Annual Workshop

Research & Evaluation on a Tight Budget: Educational Mini-Session Scheduled for August Luncheon

You're familiar with the RACE formula; it's essential to any public relations campaign! But what if you're working with little—or no—budget for the R and E parts? Join us at our third educational mini-session during the **August 9** luncheon and for 30 minutes after to hear advice on how you can conduct effective research and evaluation on a tight budget.

The luncheon and mini-session will be presented by **Jennifer Jenkins, APR**, the 2010 PRCA state president and the 2011 PRCA Professional Achievement Award winner. As a former agency executive and

now president of her own firm, JJPR, Jennifer has ideas for conducting research and evaluation when you have little money to spend.

Make plans to also attend the last educational mini-session of 2011 after the November luncheon. Look for more details in future newsletters.

When the Stuff Hits the Gumbo Pot: Montgomery's 2011 Professional Development Workshop

In light of the recent disasters and relief efforts that have effected all of us, this fall's workshop will focus on how to better communicate during a crisis. **On September 13** at Trinity Presbyterian Church, **Dr. Joe Trahan** will conduct an enhanced

version of his "When the Stuff Hits the Gumbo Pot" workshop. Then after lunch Dr. Trahan will moderate a "Twisters and Twitter" panel of crisis communication experts that will include prominent communications officials who were involved in the tornado disasters of April 27.

We're also going to step our game and actively solicit more and larger sponsorships than ever before. Please provide Diane Christy with contact information for those vendors with whom you do business every day.

get to the point ● point clear, al

october 2-4, 2011 marriott grand hotel

SPRF CONFERENCE 2011

Let's get to the point about this year's Lantern awards. Point Clear, AL, that is! The Marriott Grand Hotel in Point Clear is the site of this year's Southern Public Relations Federation (SPRF) conference and **Lantern awards program**. Enter your work in the Lantern awards program and join us in Point Clear this fall! You've done the work and it's time for you to get the recognition

The Lantern awards program is now open for entry submissions! Visit www.sprflanterns.org for all the details on how to enter. The deadline for entries is July 1, 2011, so don't delay.

Your entries for the SPRF Lanterns must have appeared (created, published,

printed, presented, etc.) between May 1, 2010 and April 30, 2011.

Lantern award entries are \$55 per entry or \$50 per entry if you are submitting three or more.

The deadline for entries is July 1 (binders must be received on or before this date in Kiln, Miss.)

All entries must be submitted online by visiting www.sprflanterns.org

Pay using PayPal or by check.

Don't forget to register for the conference by visiting www.sprf.org. For more information, please email lanterns@sprf.org or ronbarnes@coastepa.com.

Log on to www.sprflanterns.org for all

details on the Lantern awards program. Don't delay, enter today!

Save The Date

Please save the date for the Annual SPRF Conference on October 2 through 4, 2011. It will be held at Grand Hotel Marriott Resort, Golf Club & Spa in Point Clear Alabama. The conference website will be up and running soon to take registrations.

The Lantern website can be found at <http://sprflanterns.org/sprf/>. All works entered must have been created between May 1, 2010 and April 30, 2011 and entries must be received (not post-marked) in Kiln, MS by July 1, 2011.

Berney—Second Quarter Star

Congratulations to **Morgan Berney**, PRCA—Montgomery, Star of the Quarter. Morgan's efforts to identify and coordinate community projects for our chapter has been outstanding. Her efforts, along with DiDi Henry, to organize the K.A.R.M.A. gathering earlier this year and the upcoming school clean up projects with the Montgomery Chamber are a testament to her organizational skills.

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.

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.



July Luncheon Survey Results

We had 35 people attend the July luncheon on Facebook: Beyond the Fan Page with Terry Ray. 15 people returned surveys, so we received a 42% return rate.

The results were as follows:

Food: 11 Good; 3 Fair; 1 Poor
 Service: 13 Good; 1 Fair; 1 Poor
 Topic: 14 Good; 1 Fair; 0 Poor
 Speaker: 14 Good; 1 Fair; 0 Poor
 Overall: 14 Good; 1 Fair; 0 Poor

Comments: Never any vegetarian options; drinks never refilled; Very informative; Speaker and topic was great; Great

Suggested Topics/Speakers: QR Codes; Event Marketing on Social Media

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.

Annual Montgomery Chamber School Clean Up August 8-20

Every year the Montgomery Area Chamber of Commerce gathers "teams" to help enrich our community by cleaning up the schools before the school year starts. I thought this would be a great community service project for our group. Although it will be hot, the day's work is very rewarding and beneficial for our schools.

Volunteer Teams are needed to clean-up the school's exterior, including pruning, mowing, power washing, etc.

This year the clean-ups will take place August 8th - 20, 2011. I'd also like to mention that the majority of the work will be done during business hours. Please respond to me with your interest by the end of July so we can adopt a school and help prepare them for the year ahead.

Please let Morgan know if you can volunteer by emailing her 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.

Wanted: Workshop Volunteers

Committees and committee chairs have been identified for the 2011 Public Relations Workshop? Nia Johnson, vice president of education, is looking for volunteers to help workshop committees with all aspects of planning for this year's event! 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.

8 steps to more concise writing

By Mark Nichol—A version of this story first appeared on the blog *DailyWritingTips*.

It's You know you must streamline your writing, but the devil's in the details.

Here are some specifics about what to look for:

1. Remove redundancy

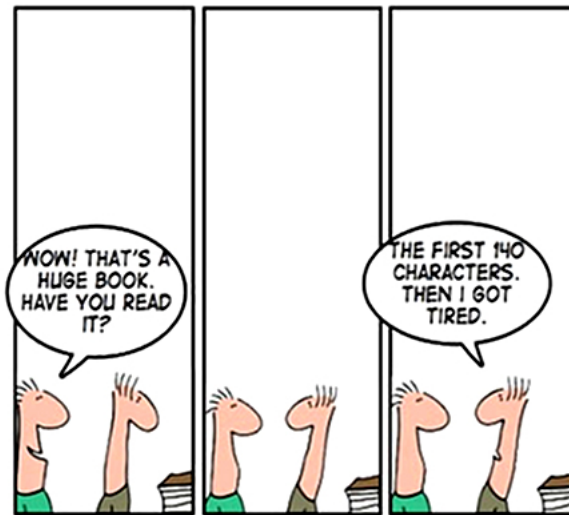
Avoid double-teaming terms like “a period of one week,” “end result,” “free gift,” and “personal opinion.” Watch for phrases that echo the quality in question: “oval in shape,” “larger in size,” “shorter in duration,” and the like. Omit redundant words that are already implied as part of an abbreviated term, such as machine in “ATM machine.”

2. Reduce phrases to words

Replace a descriptive phrase following a noun with a one-word adjective that precedes the noun. For example, “People who are experienced at traveling know better than to label their luggage,” can be revised to, “Experienced travelers know better than to label their luggage.”

A modifying phrase, similarly, can be reduced to a simple adverb. For instance, “Sympathizing with her concerns, he nodded in response to her complaint,” is more concisely expressed as, “He nodded sympathetically in response to her complaint.”

Delete extraneous phrases such as “which is” and “who were,” as shown here: “We drove down Lombard Street, which is considered the most crooked street in the world” is easily simplified to, “We drove down Lombard Street, considered the most crooked street in the world.”



3. Omit gratuitous intensifiers and qualifiers

Use sparingly those adverbs that intensify or qualify. “They had an extremely unpleasant experience” isn’t accurate unless a subsequent explanation justifies the intensifier extremely, and “I was somewhat taken aback” isn’t necessarily an improvement on “I was taken aback.”

4. Expunge expletives

“There are” or “there is” is a weak way to start a sentence. “There is a telling passage toward the end of the story” lacks the focus of (and the more vivid verb in) the sentence of, “A telling passage occurs near the end of the essay.”

5. Negate nominalizations

“The report gave an analysis of the accident” uses a phrase in which a single word suffices. (This is known as a nominalization, or smothering a verb.) When you see a “(verb) a/an (noun)” construction, convert the noun into a verb and

replace the phrase with it. In this case, “The report analyzed the accident” is the more concise result. As with deletion of expletives, a stronger verb is an additional benefit.

6. Delete superfluous phrases

“At the present time,” “for all intents and purposes,” and “in the event that” are a few of many meaningless phrases that clutter sentences. Trim them to tighten your writing.

7. Avoid clichés

Likewise, “face the music,” “litmus test,” “tried and true,” and other time-worn phrases add nothing to your writing but words; they’re useful only for padding a word count, but instructors and editors (and readers) will notice.

8. Eschew euphemisms

Generally, words that disguise concepts degrade language, which is all about expressing, not repressing, meaning. For example, “collateral damage,” in reference to warfare (and, by extension, to all interpersonal relationships), invites derision.

However, use of some euphemisms, such as those for human disabilities, is a well-meaning effort to preserve the dignity of the disabled, though some people argue that such cosmetic wording actually harms people by diminishing the seriousness of their condition, or that it is for the benefit not of the disabled but of people who would rather not be reminded of the disabled.