



Letter from the President

February is filled with lots of flowers, chocolates, jewelry and cards—all expressions of love for those important in our lives.

I got involved with PRCA very early in my career and it has become important to me both personally and professionally. During this season of love, and I wanted to reflect on all of the reasons why I love this organization and the people in it.



Lara Lewis

1. PRCA is the largest group of public relations practitioners and communicators in the state. Because we are premised on listening, dialoguing and incorporating feedback, I enjoy networking, seeking advice, and learning from our talented pool of professionals. I have been able to do that through our monthly luncheons, social events, and through the many conferences and seminars offered throughout my tenure with the organization.

2. Part of our mission at PRCA is to develop the potential of current and future practitioners and to advocate the profession through effective member action and volunteer leadership. I have enjoyed meeting and working with many students over the years who have gone on to become important parts of the public relations world, and I am thankful to

have been a part of many service projects that have pooled our talents to help many deserving organizations in our community.

3. PRCA has introduced me to some amazing people who have become my closest colleagues and friends. We have grown incredibly close over the years and have celebrated many promotions, job changes, and life moments all be-

cause of our bond created through PRCA.

As the year goes on, I encourage you to take advantage of all that PRCA has to offer...our monthly luncheons, socials, service projects, student mixers, educational sessions, and our conferences and workshops. I encourage you get to know other members—introduce yourself to someone new, sit at a different table than normal at our monthly luncheons, join a committee.

Thanks to the hard work of our board, we have many opportunities for you to grow your network and I encourage you to explore all that our group has to offer in 2011 and discover your own reasons to love PRCA.

All my best,

Lara Lewis
2011 PRCA-Montgomery President

CHAPTER MEETING

Managing a Multigenerational Community

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



GUEST SPEAKER
Sharleen Smith
Associate Director
Alabama Training Institute

Members \$18
Non-members: \$20

RSVP to Julie Joyner
jjoyner@riverregionunitedway.org

RSVP Deadline:
Noon Friday, February 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!**

State Conference Scholarship Winners

PRCA is proud to award
State Conference Scholarships to
Carol Gunter and Nia Johnson.

PRCA Stands Strong Against Bullying

The Montgomery chapter of the Public Relations Council of Alabama joined forces with KARMA (Kids Against Ridicule, Meanness and Aggression) on Sunday, January 23 at 6 PM to address childhood bullying. A town hall meeting appropriately titled "Montgomery Stands Strong Against Bullying" was hosted by Frazer Memorial Church was filled with 600 people from across the River Region.

There were 10 volunteers from our PRCA chapter who were proud to usher the 600 guests to hear Jessica Brookshire, founder of KARMA, and Tina



Jessica Brookshire

Meiers, a nationally known anti-bullying activist. They touched on the effects of childhood bullying in schools and how to cope with the consequences.

A little more than four years ago, Meier's 13-year-old daughter committed suicide after she was bullied online. The case gained national attention, and Meier has since traveled the country speaking about bullying. Brookshire formed her organization after being bullied herself.

"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."

So many kids tell their parents that they are "fine," but often that's not the case, Henry said. And how children are being bullied is changing and becoming inescapable because of the Internet.

Henry said she thinks bullying has changed in the last decade or so as kids take their insults to social networking and e-mail.

Brookshire, who spoke about what it's like to be bullied, said it's something that can affect the entire family and that the only way to end bullying is to talk about it.



Tina Meiers talks to Bryan Henry, WSFA, about her anti-bullying campaign.

Thank you to Morgan Berney, our VP of Projects, and her committee for a fantastic event. For more information about how you can help this cause, please visit www.standstrongagainstabullying.com <<http://www.standstrongagainstabullying.com>> .



Melody Kitchen and Tiffany Bell model volunteer T-shirts.



Volunteers gather to thank everyone for supporting the Montgomery Stands Strong Against Bullying town hall meeting.

Going Lean in the River Region

Michael Bridgell, Director of Public Information and External Affairs for the City of Montgomery, was the featured speaker during the chapter's January Meeting. Michael offered statistics on the growing problem with obesity.



He told attendees about the launch of a new website named RiverRegionLean.com. It is a social network designed to help River Region citizens live a healthier lifestyle!

The website features fitness tools, nutrition information, special bulletins, upcoming events, fitness testimonials, encouragement from friends and opportunities to encourage friends.

It's no secret that waistlines in our society are expanding. Across the country,

the percentage of us who are obese or overweight is growing. The health problems linked to too many pounds are also climbing. Juvenile obesity is on the rise as well. RiverRegionLean.com is a tool to help people add years to their life and add life to their years.

Michael said it's important to check with a physician before undergoing any major exercise program. Once you have received clearance the Fitness Tools section will be a great instrument to help you along the path to better health.

He added the Community Tools section will allow you to share your progress with others and glimpse at how other people are benefiting from better nutrition and a more active lifestyle.



Star of the Quarter

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 February 28, 2011. .

PRCA State Conference 2011 April 3-5

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?

The full conference rate is \$275.

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.

Find us online at bit.ly/Facebook_InAWord <http://bit.ly/Facebook_InAWord> and twitter.com/PRCA_InAWord <http://twitter.com/PRCA_InAWord> .

Sponsorship Opportunities: 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. PRCA mem-



bers regularly work with vendors for a variety of public relations-related needs .

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.

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.

Hold the Date

Exciting and Informative Speakers are lined up for February and March PRCA Meetings



Tuesday, March 8

Dr. John Forde on benefits of APR accreditation. Workshop to follow the luncheon.

Tuesday April 12

Kori Saucer, Development Manager for the Cystic Fibrosis Foundation's Alabama Chapter, will speak about Cystic Fibrosis and their biggest fundraising event of the year, the GREAT STRIDES walk event. Kori could really use additional support in the Montgomery area for getting the word out about Montgomery's fundraising walk on May 22 (at the Zoo).



Educational Mini-Sessions Coming Soon!

New for 2011, PRCA Montgomery is offering educational mini-sessions after one luncheon every quarter! Stick around for 45 minutes after the luncheon to dive further into such topics as crisis management, media relations, ethics, research and evaluation, and more. These sessions will be offered at no additional cost and are perfect for practitioners wanting to increase their education in a particular area or for those working toward accreditation.

Make plans now to participate in the first educational mini-session at the March luncheon. Dr. John Forde, APR, associate professor and head of the department of communication at Mississippi State University, will present information on the benefits of and steps to attaining accreditation in public relations.

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!

What is Your Workstyle?

At Gist, an online service that helps people build stronger networks, executives have embraced the phrase “connected people change history” as core to their mission and vision.

They believe that technologies are more accessible than ever to the individual and that the more connected we become, the more we are able to do amazing things.

Over the past couple years, they have talked to many smart people, learned a great deal from user feedback, examined how they work as a team, and looked forward to where they believe things are headed in the future leading us to the notion of the “new workstyle.” So, what is the “New Workstyle” according to Gist?

The New Workstyle blends the latest technologies and tools with our daily activities allowing us to accomplish more in both personal and professional endeavors, accelerate ideas of our own, and lead more productive lives.

Unlike workflow, which is defined by scripted and static process for everyone to follow, workstyle is unique to the individual who calls upon information, technology, and connections as needed.

This definition along with our understanding of it will evolve as the pace of innovation accelerates and individual “style” is applied to work. Jason Fried’s great presentation at a TEDx event about “[why work doesn’t happen at work](#)” is an exclamation point on our concept.

Gist believes there are 10 characteristics of the New Workstyle:

1. **Mobile** – always on and aware.
2. **Connected via hi-speed/broadband access** – connected by a seriously big pipe. No dial up in the New Workstyle.



3. **Self-sufficient** – have their own equipment which is often superior to what is provided by their employer or used in lieu of (computers, mobile device, printers, software, etc.). Demonstrate **resilience** in their ability to navigate and thrive in an increasingly ambiguous workplace (and world).

4. **Virtual** – location independent with minimal impact on contribution. In fact, productivity is higher as the lines between work time and personal time blur along with designated work and personal locations.

5. **Broad personal and professional on-line networks** – meaningful connections across social networks like Twitter, Facebook, and LinkedIn that are not just collected and counted but leveraged and often engaged around questions or for advice.

6. **Productive** – not obsessed with productivity per se but owns the concept and applies it every day focusing on outcomes and accomplishments versus activities. Is always looking for tools and methods to improve an already productive daily pace.

7. **Off-line driven** – an important dimension of the New Workstyle is both a consciousness and focus on off-line, person-to-person interactions facilitated by on-line tools and forums.

8. **Balances work and personal lives** – knits both work priorities and commitments with personal pursuits throughout the day (and night) combining flexibility with increased overall productivity and contribution to both.

9. **Gives back** – thinks beyond themselves to causes, community, or others less fortunate and uses their connections and resources to make significant contributions.

10. **Intellectually curious** – constantly seeks out new and better ways to work by experimenting with new tools, listening to others, and critically examining the things they do and why they do them.

What do you think? Are there additional characteristics to the New Workstyle that Gist is missing? How would you describe your workstyle? We would be interested in your feedback.

Leave a comment on PRCA’s Facebook Page:

<http://www.facebook.com/#!/pages/Public-Relations-Council-of-Alabama-Montgomery-Chapter/222887250407>

To get Gist in your Gmail, click here:

<http://gist.com/gmail>
<<http://gist.com/gmail>>.

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.

Meeting Survey Results

Thirty-six people attend the January luncheon. Twenty-one people filled out the survey, so a 58% return rate.

Food: 99.5% good; 0.5% fair; 0

Service: 99.5% good; 0.5%

Topic: 98.4% good; 1.6% fair;

Speaker: 99.5% good; 0.5% fair;

Overall: 99.5% good; 0.5%

Comments: Interesting, but not really PR-related; Topic was very interesting (scary) and informative; Michael is a great speaker; nice to hear from our local government about what is going on; Excellent; He is very energetic and knowledgeable; Wish lunch was less pricey.

Suggested Topics/Speakers: Membership Recruitment Strategies; Montgomery Dragon Boat Coordinators; Reid Ingram "Share the Road" and bike lanes in rural areas; Anything that will improve our skills.

Burns Philip R. Forest Professional Achievement Award nominee

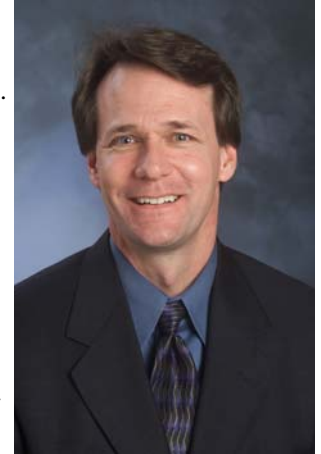
The Public Relations Council of Alabama—Montgomery chapter has nominated Robert Burns, public relations and sales manager—Hyundai Motor Manufacturing Alabama, to represent the chapter as Philip R. Forest Professional Achievement Award nominee.

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. The winners will be announced at the State Conference coming up April 3 through 5 at the Embassy Suites Birmingham-Hoover in Birmingham, Alabama.



Robert Burns

Baker PRCA Educator of the Year Award nominee

The Public Relations Council of Alabama—Montgomery chapter has nominated Kimberly Baker, instructor at Alabama State University to represent the chapter as the PRCA Educator of the Year award nominee.

The PRCA Educator of the Year Award recognizes one outstanding public relations educator who is a full-time faculty member teaching in a public relations/journalism/communication curriculum, is a member of PRCA, and who has demonstrated a commitment to advance the profession of public relations. The

winner goes on to compete in SPRF's Educator of the Year competition.

Kimberly Baker received her BA in Communications from Alabama State and her MA in Communications from Auburn University. She has worked as a Communications Instructor at Alabama State since 2004 and most recently established a student PRCA Chapter for the University where she goes above and beyond in coordinating student participation in career preparation and organizing student events.

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.