

PRCA MONTGOMERY

June 2011

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

Letter from the President

Summer is here and I hope everyone is spending time outside enjoying the weather and all the summer activities.

During this busy time of year, please don't forget to mark your calendar for all of the activities of the Public Relations Council of Alabama. Be sure to find a way to squeeze them in as we have an exciting line-up for the summer!

Many of you told us in a survey we conducted in the fall that you were interested in covering some in-depth topics during our lunch seminars. We have two you don't want to miss this summer!

In June, be sure to stay a little longer than normal during our second educational session. Nevin Shaffer will be covering intellectual property and copyright law and what that means to us as PR practitioners. For those who are interested in learning about the topic a little more in-depth, be sure and stick around after the meeting for about 30 minutes as we continue our discussion.

Many of you also indicated that you are interested in learning more about social media, so at July's



Lara Lewis

meeting we have Terry Ray of Centrix in Birmingham to provide a different perspective on the topic. His company provides social media management tools designed for businesses that help them in such areas as social monitoring, collaboration, organizational controls, social data mining and building social customer relationships.

Also on our calendar this summer is our second social of the year at the Montgomery Biscuits Stadium. Please mark your calendars for Sunday evening, July 17 as we enjoy a summertime favorite in the City of Montgomery's Suite. More details are included inside this newsletter.

I have high hopes for a fantastic summer for us all both personally and professionally through PRCA.

All my best,
Lara Lewis

CHAPTER MEETING

Intellectual Property and Copyright Law

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



John Nevin Shaffer Jr.

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!**

Internship opportunities in Montgomery

Two local organizations are offering internships in public relations, print communications or electronic media communications.

Montgomery County Commission



The Montgomery County Commission is taking applications for a public relations internship. This unpaid internship is for college students, juniors and above, pursuing a degree in public relations.

This opportunity is from fall 2011 to spring 2012. Duties include assisting with communications programs, media and public relations services, public awareness campaigns, event and special projects, website updates, internal communications and photography.

Required skills are knowledge of Word, Publisher, PowerPoint, as well as good writing skills, excellent verbal skills and comprehension of the English language. SharePoint experience is a plus. The intern will also be required to have excellent phone etiquette, time management skills, be self-motivated, and dress and act professionally at all times.

The intern will be selected through an interview process. Email your resume, references and contact information to publicaffairs@mc-ala.org to be considered for an interview. Applications must be submitted via email no later than Sept. 2, 2011.

PowerSouth Energy Cooperative



POWERSOUTH
ENERGY COOPERATIVE

PowerSouth Energy Cooperative provides internships in print communications and in electronic media communications. Interested applicants should contact Mark Ingram, communications manager, at (334) 427-3330 or mark.ingram@powersouth.com.

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.

WSFA News Team Visits May PRCA Meeting

Rich Thomas and Alicia Briscoe shared how their first hand experiences with the recent Tornadoes that affected Tuscaloosa, Birmingham and Elmore County support WSFA's "3 C's" – Coverage, Community and Commitment.

The storm system of April 11, 2011 is the biggest weather story Rich Thomas has ever covered when measured by the human toll and the number of Alabamians affected. There were a total of forty-seven tornadoes that day. He explained that the weight of responsibility as a broadcaster in these situations is enormous and shared stories of viewers whose lives were saved as a result of the coverage. Thomas delivered a play-by-play of the storm coverage, narrating its arrival in Tuscaloosa, then Birmingham, then Elmore County. He explained



that information is gathered from the National Weather Service as well as on-the-ground reports from those in the path of the storm who submit information, photos and videos by phone, email and even twitter. Facts are verified by two sources before being broadcast.

While Rich and the weather team are broadcasting, Alicia Briscoe's staff is collecting sound bites and video footage that can be used in future WSFA promotions. When the aftermath is known, her department shifts their efforts towards community outreach such as fundraising and partnering with supply collections. WSFA has utilized its wide reach and viewer base to raise over \$275,000 at the time of the meeting, as well as 356 pints of blood.

Thomas and Briscoe took questions from the audience. PR professionals can best get news and information out during these weather emergencies by sending information about municipalities and services to Desmond Wingard, Assistant News Director at dwingard@wsfa.com and information about relief fundraising to Alicia herself at abriscoe@wsfa.com.

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.

Thanks PRCA Members



...adding tomorrows every day.

Thanks to all PRCA Montgomery members who donated to the Great Strides Walk for Cystic Fibrosis. Every little bit goes a long way. With your help, CF will soon stand for "Cure Found."

As the summer approaches, I'd like for our group to do a fun service project that we all enjoy and that will greatly benefit our community. Please send your ideas to 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.

Burns promoted to Sr. Manager PR and Sales

Hyundai Motor Manufacturing Alabama recently promoted Robert Burns to senior manager-public relations and sales for Hyundai's Montgomery, Ala., automotive assembly plant.

Burns will oversee media relations, community relations, public tours, internal communications and sales relationships with Hyundai Motor America, Hyundai Auto Canada and Hyundai de Puerto Rico.

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. Also, contact Nia if you know of someone that would make a great workshop speaker!

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.

We Want To Honor Senior Practitioners

The Southern Public Relations Federation (SPRF) honors its veteran members with the distinguished designation of Senior Practitioner, presented during the Federation's annual conference.

Each year, SPRF member organizations - Emerald Coast Public Relations Organization (ECPRO), Public Relations Association of Louisiana (PRAL), Public Relations Association of Mississippi (PRAM), and 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 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 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.

If you have a nominee for Senior Practitioner, please send it to **Lara Lewis at llewis@mmfa.org**.

Get Organized by Content

By Adam Singer of *The Future Buzz*

How many new blog posts or web pages does your company publish every week? 5? 3? 1? Inconsistent? Do you really expect to scale web traffic, conversions and community if you don't consistently show up? If you do, you're dreaming.

It's simple, let's not wrap it in buzzwords: organize around content. For a majority of companies your digital marketing is screwed if you're not functioning any other way.

You can't rely on a limited set of pages any longer

In fact, smart companies haven't for years. As search and social continue to integrate tighter those sites that have a continually expanding archive of useful, sharable content just keep getting rewarded while static websites continue to get more dusty and irrelevant. There's just no reason for us to share static web pages with our networks or a reason for users to return to them.

Users are getting smarter

Years ago I started noticing that Google search queries were getting longer. This was really exciting for me as a digital marketer – it meant that yes, in fact people were getting smarter about search (hey, if I'm more specific with my query, I get better results!). What does this mean? If this trend continues, your 1 and 2 word queries that filled your marketing funnel for years are going to dry up, while the tail continues to broaden. Demand Media organized themselves around this years ago, and they're still ahead of the curve of most marketers. Don't get out-executed in your category by the answer factory.

Most of your competitors are still getting content marketing wrong

What is the first thing that happens to me every morning? Do I brush my teeth? No! I wake up and have a bit of a surreal moment that it is 2011 most companies still haven't pivoted their marketing to embrace the fact that every company is a media company. Then I brush my teeth. All joking aside, your competitors are definitely failing at web content. It isn't going to be such an easy opportunity simply to execute properly forever, but it still is today. Get organized around content and you're probably already ahead.

Content shouldn't be such a big deal

Mitch Joel wrote a great post this week wondering if a brands next big move will be a journalism department? I responded on Twitter with the comment, that only the smart ones will. Call it a journalism department, or just call it the future of marketing: content shouldn't be so difficult for brands. Not just journalists: marketers should be able to create well researched, compelling stories efficiently (and daily). Get in a rhythm with it and it's not so tough. I am willing to bet right now you think content is more difficult than it has to be. It's easy: make an editorial calendar, create processes, tap your passionate team members, create a feedback loop to continue motivation, and iterate and refine.

Microcontent only takes you so far

Yeah, your brand is probably sharing other people's interesting content on sites like Twitter or Facebook. Great. That can help, and in fact once in awhile I'm impressed a company shared a link

with me that's thought provoking and useful. But at the end of the day I am always left impacted more by the original creator of that content. It might help me view a brand as more of a source for interesting information, but it doesn't necessary position them as a definitive leader in their industry. There is a difference. Links and microcontent only take you so far.

Things you already know

Yes, put people behind content, create context, have an attractive, make it sticky/ worth sharing and promote it. That stuff should all be understood by now. But organize around content first, then back out your mix from there. Every CMO and marketing VP should demand this of their team: publish something new and unique every day. Be updated.

Businesses basically have a choice in the new marketing: they can be a part of the daily conversations in their industry, or not. There is no in between.

Hold the Date

July PRCA Meeting - July 12

Terry Ray of Centrix in Birmingham to provide a different perspective on the topic. His company provides social media management tools designed for businesses that help them in such areas as social monitoring, collaboration, organizational controls, social data mining and building social customer relationships.



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.