

PRCA MONTGOMERY

May 2011

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

Letter from the President

As we approach the middle of our second quarter in PRCA's 2011 year, I am so proud to be a part of such a wonderful group of professionals—Alabama's largest organization of public relations practitioners and communicators.

I am thankful to have been a part of the 2011 Annual Conference held in Birmingham filled with fantastic presenters. Each year the conference gives me the chance to come together to learn from and network with some of the best and brightest across the state.

The conference also serves to honor outstanding performance. I am so proud of Carol Gunter and her team from last year who lead our chapter to placing in five of the eight categories in the Chapter of the Year competition. I am also proud of Robert Burns of Hyundai and Kim Baker of Alabama State University. Robert made our chapter proud in the Professional Achievement Awards and Kim represented us well in the Educator of the Year competition. And, last, but not least, I am so proud of our many Medallion winners from Montgomery.

If you weren't able to make it to our PRCA State Conference, I hope you will mark your calendars now for our



Lara Lewis

SPRF (Southern Public Relations Federation Conference) coming up October 2 through 4 at the Grand Hotel Marriott Resort, Golf Club & Spa in Point Clear Alabama.

There you will have the opportunity to network and learn from not only the best and brightest from Alabama, but also those from Mississippi, Florida, and

Louisiana. I encourage

you to come to the event, enter your work in the Lantern Awards, and network with a fun group of people.

I also encourage you to get involved with all of the many offerings our local chapter provides for you: our monthly luncheons, quarterly socials, educational opportunities and service projects. We have many exciting ones coming up this summer that you will read about in this newsletter.

Thank you to all of you for your continued support and membership in the Public Relations Council of Alabama. I continue to learn and grow with each of you. As our participation numbers continue to climb, I hope you are finding value in all that we have to offer you as well.

All my best,

Lara Lewis
2011 PRCA-Montgomery President

CHAPTER MEETING

WSFA-TV 12
Tornado Coverage
Tuesday — May 10
Montgomery Country Club
11:45 a.m.



GUEST SPEAKER
WSFA Representative

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!**

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**.

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 3 R's of PR: Learn them and earn R-E-S-P-E-C-T

By Justin Goldsborough—reprint from *Ragan's PR Daily*

I don't think PR professionals give our industry enough credit—and it starts with the fundamentals. As in those of us practicing them aren't claiming them.

That's our fault; we should be.

Why should we claim things that "everyone" should be doing? Because when we don't continue to talk about doing the three R's well—research, relevancy, and relationships—bad pitches like this one gobble up all the PR headlines, tweets, and Google results.

Research

When you're doing media and blogger outreach, do you research the people you're pitching before you contact them?

Sure, research should be a fundamental element of every PR outreach campaign we conduct, but there are plenty of PR pros who don't take the time to do research. Research is also

about doing the right thing for your clients, because you understand their business and the audiences they are trying to reach. When you take the extra time to do the research, claim it. What's obvious to you may not be so obvious to someone else.

Relevance

One of my colleagues always uses the following example when explaining relevance: If you were a cat food company and you were pitching a story, would you rather earn placement in your city's newspaper or in a cat blog?

If you had to pick one, wouldn't you pick the cat blog? I would. I know that audience is predisposed to my message. The city newspaper audience might be much bigger—but it may not give a rip about cats at all.

Spending all your time pursuing A-list media only overlooks relevance, but at least it is done with a potential publicity goal in mind. Too often, we

see completely irrelevant pitches that turn a blind eye to what makes the most sense for the client as well as to PR fundamentals.

Relationships

If you've spent any time building relationships, you've learned one thing—it takes time. It isn't something you can do by flipping a switch, so don't treat it that way.

In many instances, whom you know will align with what story you're trying to tell. "I couldn't do this job without building relationships. I do it every day." Think about it like you're trying to explain the value of relationships to Aunt Edna—and take credit for getting to know these people.

So don't hesitate to claim the three Rs when you're looking for some of the fourth R. I believe Aretha Franklin called it R-E-S-P-E-C-T.

Justin Goldsborough works at Fleishman-Hillard.

Meeting Survey Results

The PRCA Meeting on April 12, 2011 had thirty-five people attend the luncheon. Twenty-one people filled out the survey, so a 60% return rate.

The results were as follows:

Food: 90% good; 2% fair — Service: 95% good; 8% fair — Topic: 80% good; 10% fair

Speaker: 72% good; 24% fair; 4% poor — Overall: 76% good; 24% fair

Future topics you would like to have: Personal branding; Crisis Communications; Media Relations; How to Pitch Your Story; How to Put Together a PR Campaign; Crisis Management; World PR; Global Companies; Crisis Public Relations

Other Comments: Good info; Good PRCA Activity; Great; More industry focus; current PR issues; Topics that have more to do with our field; Could have spoken longer and been able to be a little more clear about the organization.

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.