

PRCA MONTGOMERY

November 2011

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

Letter from the President

As November approaches each year, it always reminds me to give pause and express thanks for all of the wonderful things that have enriched my life each year.

One of the things for which I am so thankful is the time I have been able to spend with all of you as President of the

Public Relations Council of Alabama-Montgomery Chapter. You all have enriched my life in so many ways both personally and professionally and I will always be grateful. I have learned how to become a better PR practitioner, speaker, risk-taker, listener, and leader because of all that you have taught me.

As you all know, we have elected a new board of directors (which you can find in this newsletter) who will be installed at our November meeting and are in preparations to begin a new year for 2012 under the leadership of Diane Christy. I am so excited for them and all of the fun things they have in store for the new year. I know that their lives will be greatly enriched by all of the wonderful things leadership in PRCA will bring them.



Lara Lewis

Speaking of the November meeting and being enriched, I hope you will make plans to join us for our November monthly meeting. Not only will you have the opportunity to learn from Michael Tullier, APR about some great things covered in the Accreditation exam,

but it will be our last monthly meeting of the year. Be sure to not miss our last chance to get together in a formal setting for 2011. We will close out the year in December with a really fun social. Details will be coming in your e-mail box soon.

I hope that this Thanksgiving you are able to think back over your year in PRCA and be thankful for all that it has brought to your life both personally and professionally. I know I sure will! I look forward to seeing you soon.

All my best,

Lara Lewis
2011 PRCA
Montgomery President

CHAPTER MEETING

APR Readiness Review



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

**Michael Tullier
Manager
Development Communications
& Marketing
Auburn University
Members \$18
Non-members: \$20**

**RSVP to Julie Joyner
jjoyner@riverregionunitedway.org**

PRCA will accept checks on the day of the workshop or bill members

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!**

Public Relations Council of Alabama Joins Forces with AIM to Promote Good Cause

The Montgomery chapter of the Public Relations Council of Alabama (PRCA) is joining forces with Aid to Inmate Mothers (AIM) to increase the community’s awareness of the AIM organization and its purpose – to assist incarcerated mothers and their children after leaving prison.

The first partnership project will be to build on AIM’s “Pack-a-Purse” program. This assignment will help fulfill the needs of women as they leave Alabama’s prison systems. Nearly 60 women are released from prison each month with little or no resources or family support. The goal of “Pack-a-Purse” is to provide services for these women that will assist in positive lifestyle changes while they make their transition back into society. Throughout the months

of November and December, the PRCA Montgomery Chapter will be collecting purses, tote bags or back packs (new or gently used) filled with necessary items such as:

- **Toiletry Items**
- **New Undergarments (including plus sizes)**
- **Gift Cards (Wal-Mart, Target, etc.)**
- **Pick-me-up Items (make up, movie/restaurant gift cards, etc.)**
- **Pajamas**
- **Monetary Donations (Check or money order made payable to Aid to Inmate Mothers)**

Drop off locations include the Montgomery Area Visitor Center in downtown Montgomery and the United Methodist

Children’s Home at 3140 Zelda Court.

PRCA members are excited about this partnership with AIM to continue in the promotion of the organization’s mission. For more information or to get involved contact Morgan Berney, Vice President of Projects for PRCA (334-261-1114) or Karen Carr, Reentry Coordinator for AIM (334-262-2245).



Nominate a 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, 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.

Congratulations—2012 PRCA-Montgomery Board of Directors

Office	Name
President	Diane Christy
President-Elect	Melissa George
VP Communications	Cindy Scott
VP Education	Nancy Dennis
VP Membership	Meg Lewis
VP Programs	Mark Ingram
VP Projects	Tiffany Bell
VP Students	Melody Kitchen
Secretary	Kristi Gates
Treasurer	Amy Odom
Historian	Buffy Lockette
Member-at-Large	Victoria Belton
Past President	Lara Lewis

Nominations are being accepted

Each year, our chapter nominates someone for the Professional Achievement Award and Educator of the Year. Our chapter's nominees are due to the state board by December 1, 2011; therefore, it's time to do some thinking. Please send the names of any of our chapter members who you think would represent our chapter well to President Lara Lewis (llewis@mmfa.org). The winners will be announced at the State Conference coming up April in Huntsville, Alabama.

Guidelines are below:

Philip R. Forest Professional Achievement Award Guidelines:

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.

Educator of the Year Award Guidelines:

Eligibility: Full-time faculty members teaching in a public relations/journalism/communication curriculum, at any rank, who are members of the Public Relations Council of Alabama are eligible for nomination. The recipient of this award will go onto represent our state in the SPRF Educator of the Year Award Competition.

SPECIAL REMINDER: There will be no December Luncheon Meeting, but December Social Details will be coming soon!!

emerge
MONTGOMERY
**LEAD
SUMMIT
2011**

NOVEMBER 13TH-15TH, 2011
The Renaissance Hotel and Spa at the Convention Center
Montgomery, AL

Spend two exciting days learning how to enhance your community through personal and professional development, networking, branding, volunteerism and other critical skills.

SUNDAY, NOVEMBER 13

12:30 to 5 PM- Registration Open
6 to 8 PM- Reception at 129 Coosa

MONDAY, NOVEMBER 14

9:00 to 10:00 AM- OPENING SESSION

BREAKFAST SPEAKER

Jeremiah Castille Founder, Jeremiah Castille Foundation
Invest, influence, impact, and inspire lives to rebuild and restore generations.

10:30 to 11:30 -BREAKOUT SESSIONS

HOW TO BEGIN A YOUNG PROFESSIONAL ORGANIZATION

Julia Henig EMERGE Montgomery
Cassie Scott Leadership Huntsville/Madison County
VJ Graffeo Rotaract Club Birmingham
Misty Skinner Young Leader Society Anniston
Starting and managing a YP organization.

THE ART OF NETWORKING

Nicole McGough VP, Progressive Image Communications, Inc.
Network better, both professionally and personally, through easy and tangible steps in this networking 101 for the busy career professional.

HOW TEACH FOR AMERICA CAN CHANGE A COMMUNITY

James Carpenter Executive Director, Teach for America
Leading educators explain why we must help kids growing up in poverty beat the culture of low expectations.

NOON to 1:30 PM

LUNCHEON AND KEYNOTE SPEAKER

Peter Shankman CEO, The Geek Factory
The World of One Screen—The New Rules of Customer Service, Social Media, and Marketing.

2:00 to 3:00 PM - BREAKOUT SESSIONS

HOW TO DEAL WITH DIFFICULT PEOPLE

Sharleen Smith Senior Director, Alabama Training Institute
When dealing with difficult people, our immediate urge is to jump to our own defense. Today, there are smarter moves to make when dealing with a tyrant.

MARKETING AND BRANDING ON A SHOESTRING BUDGET

Meg Lewis Director of Marketing and Communications, ASF
Alicia Briscoe Marketing Director, WSFA 12 News
Marketing on a tight budget does not mean that you cannot do promotion for your organization. In fact, you can be creative in milking the value from your advertising dollar through various free or inexpensive advertising methods.

HOW TO EFFECTIVELY FUNDRAISE

Carol Butler Exe. Director, Central Alabama Community Foundation
David Mowery Founder and CEO, Mowery Consulting Group
Carl Barker, President, ServisFirst Bank
Larry Puckett, Owner, Larry Puckett Chevrolet

Make the ask effectively from two of the best in the field. In addition, hear the perspective of two community leaders who are often asked many times a year for donations. Learn how to balance the two sides of the fundraising story and get the funds you need for your next project.

4:00 to 5:00 PM

ECONOMIC DEVELOPMENT ROUNDTABLE

Todd Strange Mayor, City of Montgomery
Jim Byard Director, ADECA
Chad Emerson Director of Development, City of Montgomery
Discover the economic impact of young professionals in a community and learn just how vibrant they can make a community.

5:00 PM UNTIL—EXPLORE DOWNTOWN MONTGOMERY

TUESDAY, NOVEMBER 15

9:00 to 10:00 AM- Opening Session

BREAKFAST SPEAKER

Stephen Black President and Founder, IMPACT Alabama
Stephen's organization works collaboratively with higher education institutions and their communities to develop and implement social service projects. This work is bringing about fundamental and systemic change throughout the State of Alabama.

10:30 to 11:30 - BREAKOUT SESSIONS

INSPIRING AND MOTIVATING VOLUNTEERS

Lea Turbert Marketing and Development Manager, Montgomery Humane Society
Jimmy Hill Campaign Director, River Region United Way
Motivate volunteers in the rewards of good service.

BRANDING YOUR WAY TO HIGHER PROFITS

LaVon Lewis Founder and CEO, of Pencilworx Design Group
Your brand is what customers think of every time they see or hear about you and your company. The average American is bombarded by more than 3,000 advertising messages per day. How do you stand out?

BECOMING A CHANGE AGENT IN YOUR COMMUNITY

Sherrie Myers Owner, Montgomery Biscuits
Brian Kelly Founder, Common Ground Ministries
Learn how following your passion can change a community for the better.

Register Online| www.emergeleadsummit.com

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The starting salary for a PR specialist is ...

by Michael Sebastian— Ragan’s PR Daily

A new report from the staffing firm Robert Half International says that starting salaries in the PR and marketing fields are expected to grow by 3.5 percent in 2012.

By comparison, starting salaries in the legal field are expected to see a 1.9 percent bump, while IT professionals will likely see a 4.5 percent increase. The average increase for all office workers is 3.4 percent.

The report also reveals average starting salaries for a number of positions in the PR and marketing fields. For instance, the starting salary for a PR specialist in a corporate environment, with one to five years of experience, ranges from \$38,750 to

\$60,500. PR specialists with more than five years of experience can expect a starting salary of between \$59,000 and \$82,750, according to the report.

The report notes that while starting salaries will likely increase, the hiring climate in the U.S. and Canada is expected to tighten as employers take more time to fill available jobs. According to the National Association for Business Economics, U.S. companies have scaled back their plans to hire during the remainder of 2011 due to predictions about ongoing slow growth.

Here’s the full breakdown of PR jobs:

New Members

Welcome **Andrea Salvador**, marketing and communications assistant - **Electric Cities of Alabama**. Electric Cities of Alabama is a coalition of the state’s municipally owned electric utilities. **David Mowery, chairman—Mowery Consulting Group**, oversees a full-service political consulting firm and public relations firm in Montgomery, Alabama, specializing in political campaign strategy, and media buying.

Please welcome both of these new members to the Public Relations Council of Alabama—Montgomery Chapter. When you see Elizabeth or David at our next monthly meeting, please be sure to say hello.

Public Relations	LOW	HIGH
Agency		
Vice President/Group Director	\$ 112,000	\$ 185,000
Account Manager/Supervisor	\$ 72,250	\$ 105,500
Account Executive (5+ years)	\$ 65,000	\$ 92,500
Account Executive (3 to 5 years)	\$ 49,500	\$ 68,000
Account Coordinator (1 to 3 years)	\$ 35,250	\$ 52,000
Corporate		
Vice President of Public Relations	\$ 113,500	\$ 182,000
Public Relations Director	\$ 88,750	\$ 120,000
Public Relations Manager	\$ 70,000	\$ 90,750
Public Relations Specialist (5+ years)	\$ 59,000	\$ 82,750
Public Relations/Communications Specialist (1 to 5 years)	\$ 38,750	\$ 60,500

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.