

# PRCA MONTGOMERY

October 2011

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

## Letter from the President

**A**s the leaves begin to change with a new season, so is it a new season for the Public Relations Council of Alabama. I can't believe another fabulous year has passed so quickly!

Internally, we have slated a new board of directors (which you can find in this newsletter) and are in preparations to begin a new year for 2012 under the leadership of Diane Christy. Once elected, the new officers will be installed in November, have a transitional board meeting in December, and be ready to begin a year of service beginning January 2012.

While that is going on internally, our current board has been hard at work this fall and is working on plans to finish out our year with a bang! I am so proud of all that our chapter has accomplished this fall. Thanks to our hard-working committee, we hosted a successful One-Day Educational Workshop at Trinity Presbyterian Church in Old Cloverdale--a beautiful, centrally-located facility. The event featured Dr. Joe Trahan and a panel of crisis communication experts. We all received



*Lara Lewis*

some fantastic media training and crisis planning techniques.

I hope you will make plans to join us for our October and November monthly meetings. October will feature Leigh Perry-Herndon, incoming state board president. She will give us an overview on award entries for

our state and regional conferences, a topic

many of you indicated you were interested in learning more about.

Make plans in November to hear from Michael Tullier, APR. Michael will be featured during our last educational session of the year. As you know, we have had four educational sessions focusing on topics covered on the APR exam. I hope you have found these sessions to be helpful and in-depth as we work hard to serve as your go-to source for public relations education.

I hope this fall leaves you with as much to be excited about as me and I look forward to seeing you soon.

All my best,

Lara Lewis  
2011 PRCA

## CHAPTER MEETING

### Medallion Awards Entry Tips



**Tuesday—October 11  
11:45 a.m.**

**Montgomery Country Club**

**Leigh Perry-Herndon  
Vice President,  
Communications & Marketing  
Mobile Area  
Chamber of Commerce  
Members \$18  
Non-members: \$20**

**RSVP to Julie Joyner  
[jjoyner@riverregionunitedway.org](mailto: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!**

## PRCA scholarship available now!

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 Friday, Oct. 28, 2011.

### 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

The application is 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](mailto:mrkitchen@baptistfirst.org).



## 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, 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](mailto:cgunter@montgomeryal.gov) or Lori Moneyham—[lori.moneyham@arec.alabama.gov](mailto:lori.moneyham@arec.alabama.gov).

## Cast Your Vote for the 2012 PRCA Board

**Y**ou are hereby invited to inspect and cast your ballot for the 2012 PRCA Board. Below is a list of candidates recommended by the nominating committee and who have agreed to serve.

You may vote for the slate, or write-in candidates in the space provided. The ballot may be returned by e-mail to PRCA Secretary, Julie Joyner — [jjjoyner@riverregionunitedway.org](mailto:jjjoyner@riverregionunitedway.org).

Ballots NOT returned shall be considered an affirmative vote.



Public Relations  
Council of Alabama

Please cast your ballot on or before the close of business on Friday, October 28, 2011. Newly elected officers will be sworn in at our November monthly meeting.

Office	Name	Write-in Candidate
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	
Board Advisor	Carol Gunter	

## Nominations are being accepted

**E**ach 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.

## Congrats to Senior Practitioners: Diane Christy and Nancy Dennis

**T**he Southern Public Relations Federation (SPRF) recently honored 10 of its veteran members with the distinguished designation of Senior Practitioner, presented during the Federation's annual conference on October 3, 2011.



*Diane Christy*



*Nancy Dennis*

Each year, SPRF member organizations, including the 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 2011 Montgomery Chapter recipients of this designation are: **Diane Christy and Nancy Dennis.** 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.

## Educational Mini-Session Scheduled for November Luncheon

Make plans now to join us for the last educational mini-session of 2011 during our November 8, 2011 luncheon. **Michael Tullier, APR**, will present the keynote address during lunch and the educational session afterward.

Tullier serves as the manager of Development Communications and Marketing at Auburn University and is also the chair of PRSA's National Accreditation Marketing Task Force. A former PRCA state president, he has also served as director of external relations for the College of Education at Auburn and is a former national chair of the Universal Accreditation Board.



*Michael Tullier*

## 2011 Ingram Lecture to focus on citizen journalism

**L**inda Steiner, president of the Association for Education in Journalism and Mass Communication, will discuss citizen journalism at Auburn University at Montgomery on Oct. 30, 7:30 p.m., in Goodwyn Hall room 109. This free event is the 2011 installment of AUM's annual Robert Ingram Lecture Series in Mass Communication.

Steiner is a professor and director of graduate studies and research at the University of Maryland's Phillip Merrill College of Journalism. An expert on gender and feminist ethics, her most recent work focuses on citizen journalism and potential partnerships between professional and amateur journalists. In addition to presiding over the largest organization of journalism and media researchers and educators, she is also president of the Council of Communication Associations.

"Dr. Steiner's insights into current issues in journalism and the media will be beneficial to students in a variety of disciplines, as well as professionals in the community," said Nelya McKenzie, interim head of the



*Linda Steiner*

AUM Department of Communication and Dramatic Arts. "We look forward to having her on our campus."

The Ingram Lecture Series was established in 1989 in honor of Alabama political reporter and commentator Bob Ingram. For more than half a century, Ingram gave Alabamians an insider's view of the state's political

workings as a writer for the Cherokee County Herald, Gadsden Times and Montgomery Advertiser.

Sponsored by the AUM Department of Communication and Dramatic Arts and the Office of Advancement, the series has brought some of the nation's top journalists and writers to Montgomery over the past two decades. Speakers have included Howell Raines of the New York Times, John Cochran of NBC News, "Forrest Gump" author Winston Groom and local favorites like Paul Finebaum and Kathryn Tucker Windham.

**Media contact:** Nelya McKenzie, 334-244-3379 or [nmckenzi@aum.edu](mailto:nmckenzi@aum.edu)

### New Member

Welcome **Elizabeth Williams**, Community Event Coordinator for Baptist Health, to the Public Relations Council of Alabama—Montgomery Chapter. When you see Elizabeth at our next monthly meeting, please be sure to say hello.

### Thank You

Morgan Berney would like to thank everyone who came to help judge the North Florida Chapter's PRISM awards. We worked as a team and was able to get the project completed. We will soon be in full gear for our upcoming holiday project.

### Inspiring Steve Jobs quotes to pin to your wall

Steve Jobs not only changed the way we interact with technology, but also inspired a loyalty that went beyond mere branding—he created a lifestyle for Apple customers.

Along the way, Jobs also provided inspiration on a variety of other topics. These quotes come from *The Wall Street Journal*, which compiled them in August when Jobs resigned as CEO of Apple.

*"It's more fun to be a pirate than to join the navy."*

Can you say this about your workplace?

*"We're just enthusiastic about what we do."*

*"Stay hungry, stay foolish."*

Sometimes, focus groups aren't the answer.

*"For something this complicated, it's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."*

## 2011 Professional Development Workshop a Success!

**P**RCA Montgomery's 2011 Professional Development workshop was a great success! On September 13, almost 40 members convened at Trinity Presbyterian Church's new Trinity Hall for Dr. Joe Trahan's "When the Stuff Hits the Gumbo Pot" presentation. In an interesting and entertaining way, Dr. Trahan gave workshop attendees great advice on how to prepare for and communicate during crises, how to handle the press, and the importance of social media.

After lunch, those in attendance were treated to the riveting stories of Izzy Gould, a reporter from al.com, and Marion Steinberg, former managing editor of the Crimson White, who were integral in communicating during the tornado disasters of April 27. Gould and Steinberg both relied on Twitter to share information and updates, resulting in supplies being directed to the areas that needed the most help and information being shared to thousands.

Survey results show that the workshop was very well received, with all aspects of the workshop—topic, speaker, facility, lunch/break snacks, timeframe, price and overall workshop experience—all receiving ratings of "excellent".

Many thanks to the main sponsors of the workshop: Davis Direct, Hyundai Motor Manufacturing of Alabama and LWT. Many thanks also to those who donated door prizes: Alabama Society of CPAs, Friends of the Alabama Governor's Mansion, Montgomery Convention & Visitor's Bureau, Montgomery Museum of Fine Arts, PowerSouth and Trinity Presbyterian Church.

Lastly, many thanks to the workshop planning committee for their hard work in making this year's workshop a success: Victoria Belton, Morgan Berney, Robert Burns, Diane Christy, Mark Ingram, Nia Johnson, Ashley Layson, Lori Moneyham, and Edith Parten.



# EMERGE LEAD SUMMIT 2011

NOVEMBER 13<sup>TH</sup>-15<sup>TH</sup>, 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**  
**Les 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](http://www.emergeleadsummit.com)

 @LEADSummit2011  LEADSummit



**AUBURN**  
MONTGOMERY  
SCHOOL OF BUSINESS



**ASU**  
ALABAMA STATE  
UNIVERSITY






PRCA Montgomery is a monthly publication for PRCA's Montgomery Chapter members. For the most up-to-date information, visit [www.prcamontgomery.org](http://www.prcamontgomery.org). Please send all job announcements, news items, updates and comments to Robert Burns at [rburns@hmmausa.com](mailto:rburns@hmmausa.com) and indicate "PRCA" in the subject line.