

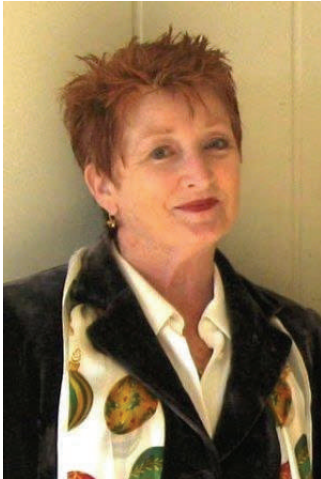
PRCA MONTGOMERY

February 2012

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

Letter from the President

It's February. Usually a short month, but this year, Leap Year, we have 29 days. Of course we have Valentine's Day mid-month to lighten the gloom of winter, but I have a sneaking fondness for Groundhog Day, and Punxsutawney Phil, the weather-predicting groundhog from western Pennsylvania.



Diane Christy

At my house, "Groundhog Day" is a cult film. And I think Bill Murray's crusty weather guy has a lot to tell us about how we lead our lives, the forces we can't control, and the results we can get by expanding our reach. Now, for many of us, that's a real stretch – seriously, a lot of high-falutin' philosophy for a simple comedy film. But I challenge you to see beyond the endless loop of Sonny and Cher singing "I Got You, Babe" and incorporate personal growth into every day in February. Hey, it is only 29 days.

Murray begins as a jaded, burnt-out never-quite-got-to-where-he-expected-to-be weather reporter. He is stuck in this small Pennsylvania town to broadcast, for the umpteenth time, this rodent sticking out his head. Bad weather

keeps the crew from returning to Pittsburgh (Andie McDowell as the producer, Chris Elliott as the videographer) and Murray embarks on a surreal series of days which are all the same day, and don't we feel like that sometimes? I'm writing this article for the millionth time, I'm creating

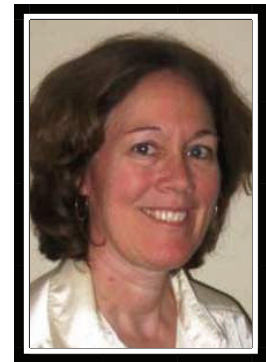
this press release *again*, I'm (fill in the blank) and there's not much juice left in the effort.

So here's the challenge I'm throwing out to you. Choose to submit, as Murray does, to the fact that we have limited control over many of the forces which shape our lives. After testing his immortality in increasingly dangerous ways, Murray succumbs to embracing, instead of battling. You, too, can elect to check off a "bucket list" item like learning to play the piano or creating an amazing ice sculpture. The real payoff comes when you take that inspiration and new perspective *back to your day-to-day job*.

Continued on Page 2

CHAPTER MEETING

Carol Potok,
Executive Director,
Aid to Inmate Mothers
(AIM)



Tuesday,
February 14
11:45 am - 1:00 pm

**The Montgomery
Country Club**

RSVP by February 10
to Kristi Gates
kristi.gates@mh.alabama.gov

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!**

Letter from the President (continued)

I've got three motivational phrases on the door to my office right now – vision, discomfort, and mission forward. This year I want to think bigger, force myself to be uncomfortable, maybe even make some mistakes (if you're not pushing, are you growing and learning?), and always keep the desired end result in sight.

Set some goals for 2012, it's not too late! Jolt yourself out of your rut, find new creative expression (I just saw "In the Heights" at the MPAC last night and want to hone my hip-hop dancing skills). Most of us are THE public relations

professional at our respective organizations and that requires a lot of fuel in the tank. **Refill it.**

All the best -

Diane

Refuel your tank at the State

Conference - click [here!](#)



Copperwing Seeks Account Executive

POSITION

Account Executive

Copperwing, an integrated brand management firm located in Montgomery, AL, is seeking an Account Executive who will be responsible for developing and managing long-standing strategic

relationships with clients in a variety of business, industries and markets.

RESPONSIBILITIES

Understands assigned client's business or industry, goals and objectives

Assists client in developing strategic objectives

Develops client proposals and presentations

Leads and manages daily contact with client

Communicates firm's philosophy, vision and strategy to client

Produces client estimates for work and manages client budgets

Actively seeks and communicates client input and feedback and communicates this to internal teams

Manages client expectations and communicates timelines and project objectives effectively to internal team members

Accurately communicates client edits/changes to all appropriate firm personnel

Actively seeks additional business/projects

QUALIFICATIONS

Three to five years account management experience in advertising or marketing environment

Strong communication, presentation and leadership skills

Demonstrated ability to manage projects and budgets

Technical Skills: Proficient in MS Word, Outlook PowerPoint and Excel

Bachelor's degree in Marketing

Resumes can be submitted to careers@copperwing.com.

Nominate a Star of the Quarter

PRCA 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 Lara Lewis - llewis@mmfa.org or Lori Moneyham - lori.moneyham@arec.alabama.gov.

2012 Project Opportunities for AIM

PRCA Montgomery's partnership with AIM (Aid to Inmate Mothers) has kicked off with huge success! At our January meeting, VP of Projects Tiffany Bell asked the Chapter to think seriously about skills we could bring to AIM from a public relations standpoint. Below are the opportunities for consideration. The Board needs your input on how we can best help this very worthwhile organization. Please email Tiffany at tiffany@townofhampstead.com with your input.

PR Strategic Needs – Skills/Connections

- Develop AIM fact/backgrounder sheet
- Develop an AIM fundraising brochure, PowerPoint or other collateral piece for AIM and PRCA members to utilize
- Create and/or distribute an AIM newsletter (quarterly?)
- Work with AIM to develop/edit a promotional video utilizing Flip camera or still photos
- Host Job-Readiness Workshops (Interviewing/Career Counseling/Resume Writing)
- Secure local media coverage for existing 2012 projects and utilize former inmate testimonials

PR Project-Based Needs – Time

- Storybook Project Taping (February or March) – Raise awareness for the ongoing project and organize a PRCA volunteer group to conduct tapings
- Job-Readiness Workshops – Teachers and curriculum needed for classes including Interviewing, Career Counseling and/or Resume Writing
- Adopt-A-Mom Mentors – Mentors needed to listen and help with re-entry into society, especially in the year following an inmate's release
- Mother's Day Fundraiser – Raise awareness for the annual event and help secure silent auction items

PR Project-Based Needs – Donations/Drives

- Storybook Project Taping (February or March) – Raise awareness for this project and organize a drive to collect book and/or monetary donations
- Back-to-School Drive (July) – Raise awareness for this project and help collect gift cards and/or monetary donations during a special PRCA back-to-school drive
- Clothing Drive – As clothing is always a major need for AIM, organize a clothing drive and raise awareness in the community

Donations/Drives (con't)

- Family Sponsors – Sponsor families during Holiday season to provide food and holiday gifts for children and caregivers
- Camp Cosby Sponsorships – Raise awareness and collect donations to help send a child (or multiple children) to Camp Cosby, a wonderful YMCA adventure-camp



Be an active member of your PRCA - Montgomery Chapter

Our chapter thrives on the active participation of its members. If you would like to help with a community project or support one of the key functions of the chapter, please contact Diane Christy at dchristy@ascpa.org.

Five Ways to Navigate Today's Influencer-Relations Avalanche - Part 2

By Dan Green

Continued from January's newsletter

4. But Wait, There's More!

Everyone offers experts to be interviewed as part of a story. But even traditional media outlets are striving to provide more of an online presence for their stories. So when the interview is finished, offer to provide photos, audio/video, or other graphics (e.g., charts, diagrams). If a YouTube video helps illustrate the story, point the influencer to that video.

The less work the writer has to do to find viral elements to accompany the story, the better. And you'll be higher on her list when the next story rolls around.

5. You Need a Scorecard to Know the Players

The media's coverage focus is a constantly shifting landscape due to job changes and media consolidation. Though it is difficult to keep up with the ever-changing landscape and revolving influencers, it is worthwhile. Knowing who and where your key contacts are is essential to making your marketing and media-relations program work.

Try signing up for a regularly updated data service. Tracking writers in a database designed for media relations, which includes their personal preferences and hobbies, will simplify the process over using a spreadsheet.

It'll also make the information easier to share with others in your organization.

Remember, an influential writer today could be your next-door neighbor who runs a widely read blog in her downtime after her regular 9-to-5 job. Successfully reaching influencers is a matter of using common sense and treating writers like the people they are rather than anonymous targets to be spammed.

To better navigate today's PR mountains, it's critical that you take a real interest in the writers who are important to you, and find ways to engage them. Following the five points in this article can help your message stand out from the avalanche.



SAVE THE DATE!!

Mark your Calendar for PRCA State Conference in Huntsville, Alabama!

PR Recharge - April 15 through 17, 2012

Recharge your professional passion with this gathering of communication professionals throughout the region interested in discussing their challenges and exploring new

ideas for meeting them head-on.

We're holding the conference at the Embassy Suites in Huntsville, AL.

PR: Recharge is where you want to be—let it take you to new levels of innovation and help you to re-discover your passion for PR.

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 Cindy Scott at cindy.scott@jacksonthornton.com and indicate "PRCA" in the subject line.