

April 2006

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

PRCA

MONTGOMERY

CHAPTER NEWS

MESSAGE FROM THE PRESIDENT



PEGGY COLLINS
PUBLIC INFORMATION SPECIALIST
AL. BUREAU OF TOURISM & TRAVEL

Hello All,

By the time our April 10 meeting rolls around, I hope the weather will be more like spring than it is now. If so, then we'd all feel more like getting out and going somewhere. It would be wonderful to have a really good turnout to hear the president of our state PRCA Board of Directors, Karen Yarbrough. Karen will be sharing information about the PRCA organization – how it's structured and how it works, which should be of great interest to all of us.

A big CONGRATULATIONS to our very own Dave Rickey, who has been selected for the PRSA National Board of Directors.

At the state conference each year a "Chapter of the Year" is chosen. The chapter's book of accomplishments – which includes attendance at meetings – is the means of choosing "Chapter of the Year." We have so many creative, talented and productive people in our chapter that we shouldn't have any trouble winning this year. It takes cooperation from all of us to make that happen. So please share anything noteworthy you do by sending it to Kaleigh Cheeks early and often!

See you on April 10!

CHAPTER MEETING

PRCA's Impact

Monday, April 10, 2006

Guest speaker:

Karen Yarbrough
State PRCA President

Mann Museum
11:45 a.m.

Members: \$10
Non-members: \$20

RSVP to Kay Yarbrough:
k.yarbrough@jwamalls.com

RSVP Deadline:
Friday, March 7, 2006

State PRCA President to Speak at April Meeting

For the past 50 years, public relations practitioners in Alabama have been coming together to learn from the experts as well as each other. That's right, the Public Relations Council of Alabama is celebrating its 50th anniversary. That's 50 years of professional education, networking and making friends of our PR peers, not to mention strengthening the practice, image and impact of public relations throughout Alabama. What better time to step back and get a current perspective of our profession? To guide us through this process, we are pleased to welcome state PRCA president Karen Yarbrough as the featured speaker for our April luncheon. Her presentation will focus on public relations in Alabama and, specifically, the past, present and future impact of PRCA.

Karen is a long-time PRCA member and a veteran PR practitioner who began her own successful PR consulting firm about seven years ago. She regularly accepts public speaking engagements on a variety of topics and is a published writer in a variety of business publications. Karen received the North Alabama Public Relations Practitioner of the Year in 2005 and the designation of Southern Public Relations Federation Senior Practitioner in 2002.

Don't Miss July's Meeting!

Make your plans now to attend July's PRCA Montgomery meeting that will be hosted by Hyundai Motor Manufacturing Alabama at their plant. This meeting will focus on global PR and will include a tour of the Hyundai plant.

Because the guided tram tour is limited to 40 participants, registration for this meeting will be limited to the first 40 PRCA Montgomery members who respond. Please e-mail Kay Yarbrough at k.yarbrough@jwamalls.com to reserve your place.



Help Us Keep You Informed

To ensure that PRCA Montgomery communications are reaching everyone, please notify Diane Christy, VP membership, if you change e-mail addresses. Also, if you know of a PRCA Montgomery member who is not receiving communications, please contact Kristi Gates, communications chair, to report the problem at kgates@gssca.org.

PRCA Montgomery Member To Serve National Board

PRCA Montgomery's own David C. Rickey, APR, has been named to fill the vacancy on the Public Relations Society of America (PRSA) board of directors created by the resignation of Gary D. McCormick, APR. Rickey, Vice President of Public Relations at Alfa Insurance will fulfill the remainder of McCormick's term, ending Dec. 31, 2007.

"We are thrilled that our members will benefit from the leadership and experience of Dave Rickey as a member of the national board," said PRSA President & CEO Cheryl I. Procter-Rogers, APR, Fellow PRSA. "He has demonstrated time and again his passion for PRSA and for our profession. We welcome him to the team!"

"This is an incredible honor. I am so excited about working with the Board, our volunteer leaders and with PRSA staff," said Rickey, who has held numerous national leadership positions within PRSA over the years.

Currently serving as the chair of the Board of Ethics and Professional Standards (BEPS), a position he has held since 2003, Rickey also served as co-chair of the PRSA 2003 International Conference in New Orleans. He has also served on the following committees: Audit (chair), Corporate Outreach, Executive Search, Financial Advisory, Leadership and Governance, Nominating and Strategic Planning.

Entertaining Ethics

Kathy Johnson, Immediate Past-President and Ethics Officer of PRCA Montgomery, addressed the Ethical Issues in Mass Media class at Alabama State University (ASU) on March 15. Johnson shared the SPRF Code of Ethics and discussed ethical challenges that may arise in this profession. She also stressed that as practitioners, we take on a special obligation to operate ethically. Students learned the dedication of PRCA members, as we each set an example for each other with standards of professionalism, performance and ethical conduct.

The presentation ended with a lighter, yet educational note, when Johnson shared numerous media examples, demonstrating ethical issues in advertising. She stressed the importance of being honest and accurate in all communications.

The SPRF Code of Ethics may be found on the State PRCA Web site at: http://www.prcaonline.com/operations/about_op_ethics.shtml.

Montgomery Chapter News is a monthly publication for PRCA-Montgomery members.

For the most up-to-date information, visit prcamontgomery.org. Send all job announcements, news items, updates and comments to Kristi Gates at kgates@gssca.org and indicate "PRCA" in the subject line.