

February 2006

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

**PRCA**

**MONTGOMERY**

CHAPTER NEWS

## CHAPTER MEETING

### Research: Why and How?

Monday, February 13, 2006

Guest speaker:

**Dr. Jerry Ingram**

Owner, Southeast Research

Mann Museum

11:45 a.m.

Members: \$10

Non-members: \$20

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

RSVP Deadline:  
Friday, February 10, 2006

## MESSAGE FROM THE PRESIDENT

We are off to a great 2006! Our membership rolls are growing and our program lineup for the year looks really good. It was a special treat to have Karen Yarbrough, our state PRCA president, with us for the January meeting. She was just visiting this time, but will be back as a featured speaker in the spring.

After experiencing 'technical difficulties' with our newsletter for several months, I hope we finally have the situation under control. We have purchased "Dreamweaver" software (which will be transferred from one Communications chair to the next) to help with the creation of the newsletter, and with any luck there will be no problems with the listserv!

It would be wonderful to be chapter of the year at the same time we're celebrating our 50<sup>th</sup> anniversary, so remember to send any notices of awards, recognitions, etc. to Kayleigh Cheeks for the chapter book.

Also, don't forget that Darryl Gates is looking for judges for his contest Friday, February 24<sup>th</sup>, 2006. It will be from 8:30 or 9 a.m. until approximately noon – and he's providing lunch!

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

## First look at February's Chapter Meeting

February's program will give practitioners an insight to one of the most critical facets of public relations - research. Since we all depend on research to assist us in determining benchmarks and success rates of our communication programs, Dr. Jerry Ingram of Southeast Research will address "Interpreting Public Opinion Research Findings".

Dr. Ingram, Professor Emeritus of Marketing, Auburn University at Montgomery, and owner of Southeast Research brings us critical insight in using research in our daily work and the value of professional research and summaries. His numerous consulting projects include work for organizations such as the Montgomery Association of Realtors, Alabama Department of Public Health and Baptist Medical Center. Dr. Ingram is a member of the Alabama Association of Public Opinion Researchers, American Marketing Association and Marketing Research Association.

## Welcome to New PRCA Members

The welcome mat is out for our new PRCA members who joined between October 2005 and January 2006. We also have several more applications pending for approval at the next Board meeting. It's always exciting to have new voices and volunteers to move forward the PRCA mission! *\*returning members*

Grey Brennan	Alabama Bureau of Tourism and Travel
* Lynn Cox	Cox & Company Marketing/Travelhost
Jim Plott	ADECA
*Taylor Blackwell	Walker Printing
*David Rickey	ALFA
James Tynan	Civil Air Patrol
Marie Neese	Civil Air Patrol
Donna Sparks	Civil Air Patrol
Neil Probst	Civil Air Patrol

## Use Your PR Skills to Help

Do you need something more from your professional life? Then, volunteer! We are looking for some dedicated PR professionals who are looking for more out of life...who want to make a difference in their community...who want to use their special talents to do good work for good causes. Think you fit the bill?

We would like to begin a new Projects Committee with some fresh faces to look at new ideas and ways that PRCA-Montgomery can give back to the community that has been so good to us! Now's your chance to become a part of this new adventure, and to make a difference in our corner of the world. We aren't asking for a lion's share of your free time...just a small part of it that will certainly mean a great deal to someone else!

If you are interested in volunteering, or know of any local nonprofit organizations that could use some PR help, please contact Lori Quiller, vice president of projects, at [lquiller@acca-online.org](mailto:lquiller@acca-online.org).

## PRCA Montgomery loses friend



We are saddened to report the loss of community leader and PRCA Montgomery member, Marty Watson. Marty lost her battle with cancer on Saturday, February 4. Visitation will be Thursday, February 9<sup>th</sup> from 5-7 p.m. at Alabama Heritage Funeral Home and Friday, February 10<sup>th</sup> at Frazer Memorial UMC from 10-12 Noon. The celebration memorial service will follow the visitation in the main sanctuary beginning at 12 Noon. Graveside service will follow at Alabama Heritage Cemetery. Our thoughts and prayers go out to her family and friends.

## Member Tackles New Position

Nancy King Dennis joined the Alabama Retail Association in December 2005, as director of public relations. She comes to the association from the Business Council of Alabama where she worked since 1997 as manager or director of publications.

At Alabama Retail, Dennis will communicate the association's message and mission to the public through such means as its Web site, [alabamaretail.org](http://alabamaretail.org); its quarterly newsletter, *The VOICE*; educational workshops and seminars; and such award programs as the Alabama Retailer of the Year, the Law Enforcement Officer of the Year and the Driver License Examiner of the Year.

## Judging for Co-Op

Several members of the Montgomery chapter of PRCA have been tapped as judges for the annual Alabama Electric Cooperative Communications Competition.

The competition is open to communications specialists at the state's 22 electric cooperatives. Awards will be given in 11 categories, including best feature and news stories, best magazine section, best annual report, best video and best image campaign. The judges also will be asked to pick the 2006 Alabama Electric Cooperative Communicator of the Year.

The judging will be held Feb. 24 at the headquarters of the Alabama Rural Electric Association in Montgomery.

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

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