

May 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,

For several years the state board has been talking about the fact that as PR professionals we promote everyone but ourselves. During the winter semester, Pat Hartman's class at Spring Hill College in Mobile created a PR for PR Campaign. On April 26, I went to Mobile to assist in the judging of that project. The six students really impressed us all with their in-depth presentation, which will soon be on the state Web site. To see an announcement of the project in the Winter 06 edition of the state newsletter, go to: <http://www.prcanline.com/news/stateprcanewsletterwinter06.pdf>

It's about time to get those Lantern entries in to the SPRF, and I hope you are all planning to enter something – and attend the conference in New Orleans. If you go ahead and make duplicate entries, you'll be ready to send them in for the Medallions when the Tuscaloosa PRCA chapter sends out notices about the upcoming conference.

See you soon!

CHAPTER MEETING

Resources for PR Professionals

Monday, May 8, 2006

Mann Museum
11:45 a.m.

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

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

RSVP Deadline:
Friday, May 5, 2006

Want to be "In the Know?" Join us at the May Meeting

We can never get enough information about how to perform our jobs better. That's why our May meeting, *Resources for PR Professionals*, will focus on finding programs and companies that can help us perform our tasks more effectively and efficiently, while also qualifying the results of our strategies. We hope to see you all there!

Put the SPRF Conference on Your Summer Calendar

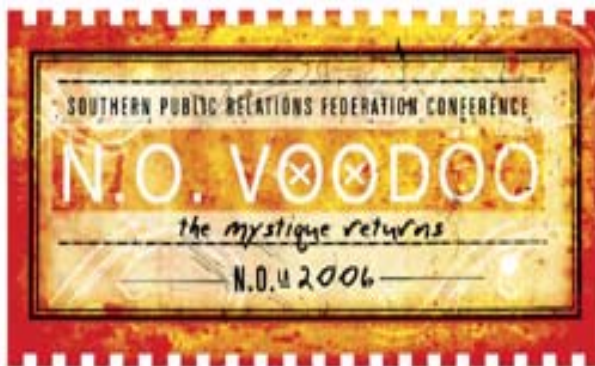
The 2006 SPRF Annual Conference is three months away. So, don't delay, register and reserve your rooms today!

The mystique returns to New Orleans Monday, July 17 and Tuesday, July 18 for SPRF's 2006 Annual Conference, which will be held at the Hotel Monteleone. For reservations, go to <http://www.hotelmonteleone.com/>, call (800) 535-9595 or e-mail reservations@hotelmonteleone.com. (The \$99 a night room rate is applicable three days before the conference begins and three days after the conference ends. The room block will be held until June 16, 2006.)

Go to www.sprf.org to register for the conference or for the conference schedule, including a fabulous speaker lineup, registration forms, Lantern Awards guidelines and award entry information.

The conference committee has also scheduled phenomenal keynote and luncheon speakers. Jeff Newton of CBS News 60 Minutes and Lt. Taysha Deaton of the Louisiana Army National Guard will intrigue us with Both Sides of the Frontline with Embedded Reporters.

Conference sponsorships are still available. For information on sponsoring the meeting and having your company's name at the forefront of all conference publications, contact Angela Vanveckhoven at Angela@pca.org or (225) 925-9520, ext. 206.



Call for Entries - SPRF 2006 Lantern Awards

Enter your best work in the regions most popular public relations awards competition - the Lantern Awards! Entries must be postmarked by Monday, May 22, 2006, to be eligible for judging. The entry fee is \$45 per entry for all categories. All entries must include an entry fee to be eligible for judging.

Visit http://www.sprf.org/annual_conf/2006Conference/awards.html for a packet to enter. You can also visit http://www.sprf.org/annual_conf/2006Conference/index.html for complete Lantern Awards guidelines and award entry information.



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.