

June 2006

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

PRCA

MONTGOMERY

CHAPTER NEWS

### PRCA Montgomery Member's New Position

Stacy Benefield recently joined Square Root Solutions as account executive. She came to the agency from Alabama Hospital Association, where she worked for more than six years.

At Square Root, Stacy will serve as a liaison between the agency and it's clients throughout the planning, implementation and support phases of projects, translating their needs into workable objectives and guiding them through the creative and technical processes. She also will be involved in client training.

Stacy is slated to serve as president of PRCA's Montgomery chapter during its upcoming fiscal year. She has a bachelor's in journalism from Troy State University in Troy.

### Come on in, the water's fine!

by: Diane Christy, VP Membership

We'll have to buy more pool toys with 17 new members getting into the PRCA swim in 2006. The newest members are Katherine Dixon Hert of the State Department of Health, Melody Ragland of Baptist Health, and Carrie Banks and Nico Corley of the Alabama League of Municipalities. We welcome these new members.

No matter where PRCA members travel this summer there are always opportunities to carry the message of PRCA membership. Just think of the value YOU gain from YOUR PRCA affiliation. Pass the word along to other public relations professionals in Central Alabama and encourage them to join PRCA's Montgomery Chapter.

REMINDER: Starting July 1 new members will have their dues applied not only for the remaining months in calendar 2006 but also for 2007. What a bargain!

### CHAPTER MEETING

#### Media Buying for the Non-Media Buyer

Monday, June 12, 2006

Guest speaker:

**Marlene Frith**

Creative Consultants, Inc.

Mann Museum

11:45 a.m.

Members: \$10

Non-members: \$20

RSVP to Kay Yarbrough:  
[k.yarbrough@jwamalls.com](mailto:k.yarbrough@jwamalls.com)

RSVP Deadline:  
Friday, June 9, 2006

### Media Buying - The Right Way

Even though we may not have education or experience in media buying, in some companies, this responsibility falls on PR professionals. If this is the case in your position, or if you just want to learn more about the process, you'll want to attend our June meeting as Marlene Frith, media director with Creative Consultants, Inc., presents *Media Buying for the Non-Media Buyer*.

Marlene will cover advertising, media planning and buying. She will also layout the advantages of each media, including TV, radio, newspaper, outdoor and internet advertising. Don't miss this informative session on how to best spend your advertising dollars.

### New Media Guide Now Available

The 2006 Media Guide is now available on PRCA Montgomery's Web site. This guide lists the media contacts for the Montgomery and surrounding area's TV, radio and newspapers. Also added this year are area magazine contacts.

Once you log on to the home page, [www.prcamontgomery.org](http://www.prcamontgomery.org), click on "News" to download the updated guide.