

November 2006

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

PRCA MONTGOMERY

CHAPTER NEWS

MESSAGE FROM THE PRESIDENT



The spirit of the holiday season is already in the air, not to mention lined up, stacked up and otherwise exhibited on store shelves, floors and display windows. I haven't started on my gift list yet, but I am already thinking about what dishes to take to family gatherings. The editor of a cooking magazine I picked up this week wrote something that has stayed with me: "American families aren't just about genetics - we're stitched together from circles of close friends, neighbors and coworkers." This statement definitely rings true for me, and certainly applies to the relationships I've made through PRCA. I value the many peers, mentors and just plain friends I've come to know through this organization, and I hope most of you can say the same. I'm not surprised that more than half of Montgomery Chapter members named "networking and social interaction" as PRCA's primary benefit in a recent membership survey. After all, Starr Smith shared during the recent annual state conference that PRCA was born out of a gathering of friends at a bar 50 years ago!

It just so happens chapter members revisited our goals and strengthened our relationships when we gathered for PRCA-Montgomery's first chapter meeting of the new fiscal year...at a bar (and grill). This inaugural event at Eastside Grille featured the installation of our new board and a total of 26 members and guests enjoying free appetizers, happy hour drink prices and plenty of networking and socializing.

I hope the fun evening at Eastside Grille was a sign of times to come in the year ahead. I challenge you, my public relations family, to make it so. This year, seek to build relationships among your PR peers. I believe the benefits of doing so will be multi-faceted and long-lived.

Stacy

A Sneak Peek at November's Meeting

PRCA-Montgomery is honored to have Captain Huey Thornton of the Montgomery Police Department as our guest speaker Monday, November 13, at the Mann Museum.

Well known to many in our community as the department's spokesperson, he most recently handled media relations during the tragic shooting and death of Officer Keith Houts. Captain Thornton will share his experiences with PRCA-Montgomery, particularly when personal feelings and professional responsibilities intersect, such as with Officer Houts. Don't miss this unique opportunity. Please make plans to join us!

CHAPTER MEETING

**Maintaining
Professionalism When
Your Responsibilities
Become Personal**

Monday, November 13, 2006

Guest Speaker:
Captain Huey Thornton
Montgomery Police Department

Mann Museum
11:45 a.m.

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

RSVP to Diane Christy:
dchristy@ascpa.org

RSVP Deadline:
Friday, November 10, 2006



Conference, 50th Anniversary Celebration End Year in Style

Approximately 130 PRCA professionals, students and guests gathered in Tuscaloosa September 28-29, 2006, for our organization's annual statewide conference and a special 50th anniversary celebration at Bryant-Denny stadium. Kudos to the West Alabama Chapter for producing a fun and educational conference under the theme of "What's Old is New Again." We also tip our hats to the Birmingham chapter, which produced a stellar Medallion Awards Ceremony at the historic Bama Theater. The conference's all-around terrific lineup of speakers culminated with a special message from the "first lady" of public relations during the final night's awards ceremony. Betsy Plank, a 1944 graduate of the University of Alabama, award-winning PR practitioner and the first woman to lead the Public Relations Society of America (1973). Most



Montgomery's PRCA members pose in front of the historic Bama Theater while awaiting the start of the Medallion Awards Ceremony.

fitting, Ms. Plank spoke on the topic of "What's Old is New Again," drawing from first-hand experience.

Speaking of the awards, there were 159 entries for the Medallion competition. A panel of PR practitioners from Mississippi judged the competition and awarded 14 Medallion Awards, 25 Awards of Excellence, 13 Certificates of Merit, and two Best of Show awards. Montgomery's award winners are shown in the box below.

Other professional honors bestowed that evening include the Philip R. Forrester Practitioner of the Year Award, which was given to Denise D'Oliveira, APR; D'Oliveira Public Relations, Mobile. The Sharon Heflin Professional Chapter of the year Award went to the Mobile Chapter for the second year in a row. Congratulations to Denise and the Mobile Chapter!

Earlier in the conference, 44 student entries were also recognized. The UAB Student Chapter won the Bettie Hudgens Student Chapter of the Year Award, and the Michael K. Simmons Student of the Year Award went to UAB student Virginia McCurry Johson.

PRCA Montgomery Medallion Award Winners

Awards of Excellence

- *Alabama Bureau of Tourism and Travel for The Year of Outdoor Alabama, External Total Public Relations Program
- *Alabama Association of Realtors for ARCA Branding Campaign, Brand/Reputation Management Program
- *Civil Air Patrol for A. Scott Crossfield, CAP and Overwhelmed with Relief - Feature Stories
- *Southern Poverty Law Center for SPLC Report, Tabloids - Internal or External, Color
- *Civil Air Patrol for PAO Tool Kit, Interactive Media

Certificate of Merit

- *Alabama Retail Association for Back-to-School Tax Holiday, Issues/Crisis Management Program
- *Civil Air Patrol for Civil Patrol Volunteer, External Magazine, Color

Survey Seeks to Profile Typical PRCA Member

In June of this year, more than 200 practitioners responded to a statewide survey of PRCA's membership. Included among the respondents were 55 members of the Montgomery chapter of PRCA. Following are highlights of the responses from Montgomery chapter members (percentages represent the majority).

- * 82% are female
- * 18% are ages 25-29
- * 18% are ages 50-54
- * 78% hold a bachelor's as their highest degree
- * 20% have practiced full-time PR for 5-9 years
- * 29% work for a non-profit organization
- * 33% hold a director position
- * 32% earn between \$31,000-\$40,999

A detailed look at the Montgomery chapter survey results is posted on the PRCA-Montgomery Web site under "About PRCA." The 2006 statewide PRCA Membership Profile is also posted.

PRCA Renewal Time is Here

For many in Alabama, fall signals cooler weather, leaves changing colors and tailgating parties every Saturday. For the Public Relations Council of Alabama, it's also renewal season. Stay connected with PR practitioners in your local community and throughout the state by renewing your PRCA membership today.

Don't risk missing out on all the benefits of being a member. For instance, as a member of PRCA:

- * you have access to a regional network of professionals who make up the state's longest-operating and largest group of public relations practitioners.
- * your professional network reaches beyond the state of Alabama to members of PRCA's sister organizations in Louisiana, Mississippi and northwest Florida to form the 900-plus member Southern Public Relations Federation.
- * you get special rates to attend the annual PRCA conference and various professional development seminars throughout the year. Local chapters also award scholarships to cover registration costs for the state conference.
- * you are eligible to be Accredited in Public Relations (APR). In addition, PRCA reimburses members who have taken the accreditation exam \$100 to offset any out-of-pocket expenses not covered by members' employers. SPRF also reimburses \$100 to those taking the accreditation exam.
- * you can earn recognition for your work through awards at the local, state and regional levels, including the Medallion Awards, the Philip R. Forrester Practitioner of the Year Award and SPRF's Professional Achievement Award. SPRF also hosts the annual Lantern Awards, recognizing excellence in various areas of public relations.

As a PRCA member, you have the opportunity to take advantage of all of these benefits and more. Renew your membership today. For more information, contact Belinda Bazinet at bazinetb@maxwell.af.mil.

We Keep Growing

The following new members were approved at the October board meeting. Please help us give them a warm welcome!

* *Myrna Hertenstein* - Publisher / Owner of Travel Quest Media, LLC

* *Bradley Carr* - Director of Communication and Public Information, Alabama State Bar

* *William Whatley* - Publications/PR Specialist, Alabama Hospital Association

* *Kimberly Harper* - Public Affairs Specialist, Civil Air Patrol

PRCA Elects Officers for 2006-2007

The Public Relations Council of Alabama (PRCA) has elected officers to serve for the 2006-2007 term. The officers were inducted September 28 during the organization's annual meeting in Tuscaloosa. Three Montgomery Chapter members are serving on the state board:

- * Kaleigh Cheeks, VP Students, Alabama Association of Realtors
- * Peggy Collins, VP Projects, Alabama Bureau of Tourism & Travel
- * Stacy Benefield, Montgomery President, Square Root Solutions

Other state board members include:

- * Adam Kelly, APR, President, Children's Health System, Birmingham
- * Deborah Geiger, APR, President Elect, White-Spinner Construction, Mobile
- * Kate Larkin, VP Programs, Opelika City Schools, Opelika
- * Kinnon Phillips, APR, VP Communications, Bellwether Group, Mobile
- * Nan Baldwin, APR, VP Accreditation/Ethics, Birmingham
- * Jody Seal, APR, VP Membership, Alagasco, Birmingham
- * Leyla Goodsell, Secretary, Tuscaloosa Parks & Recreation, Tuscaloosa
- * Dana McGough, Treasurer, Davis Denny, Birmingham
- * Traci Gyan, Member at Large, Cooper/Gyan, Mobile
- * Marianne Higgins, APR, Member at Large, Avocent Corp., Huntsville
- * Gigi Dardeau, Member at Large, University of South Alabama, Mobile
- * Karen Yarbrough, Past President, KEY Public Relations, Huntsville
- * Jean Ogliba, Birmingham President, Drive Financial Services, Birmingham
- * Leigh Perry Herndon, Mobile President, Mobile Area Chamber, Mobile
- * Vickye Hester, APR, North Alabama President, Drake Jr. Tech College, Huntsville
- * Heather Williams, East Alabama President, American Cancer Society, Auburn
- * Lucy Sikes, West Alabama President, University of Alabama, Tuscaloosa
- * Jennifer Jenkins, SPRF Representative, Sullivan-St.Clair, Mobile
- * Michael Tullier, APR, SPRF Representative, Auburn University, Auburn

Save The Date

It's almost a year away, but you won't want to miss the 2007 "Power PR" SPRF/PRCA Joint Conference. The event will take place September 17-18, 2007 at the historic Battlehouse Hotel in Mobile. Get it on your calendar now so you can experience "Power PR!"

Chapter Enjoys 20% Recruitment Rate in 05-06

PRCA-Montgomery ended the 2005-2006 fiscal year as the second largest chapter in the state with 120 members. That represents a more than 78 percent retention rate and 24 new members for a 20 percent growth rate. The largest chapter in the state at year-end was Mobile with 122 members.

This information and more is included in the statewide PRCA year-end report submitted by outgoing state PRCA President Karen Yarbrough. A copy of the report is posted on the PRCA-Montgomery Web site under "About PRCA." A complete statewide PRCA annual report will be available in the coming weeks.

Looking for a Change?

Internal Communications & Advertising Specialist
Hyundai Motor Manufacturing Alabama, LLC / Posted 10.16.06

POSITION SUMMARY:

Provides specialized support in building a positive work environment through two-way, effective communications between leadership and Team Members in an automotive manufacturing environment. Improves HMMA's external image through use of strategic marketing and advertising opportunities.

RESPONSIBILITIES:

1. Develop content and design plant newsletter ("Insights"); mail to all Team Members' homes on bi-weekly basis.
2. Update HMMA's Web site on a regular basis. Add new content to site and keep appearance fresh and interesting.
3. Submit reports to PR Assistant Manager and PR Manager on number of Web site visitors per month.
4. Oversee community-focused advertising campaigns designed to build awareness in community activities and enhance HMMA's external image.
5. Receive requests from organizations related to marketing opportunities and proactively seek new advertising opportunities.
6. Assist with special events, community relations, media relations and/or public or VIP tours, as requested.
7. Provide content for internal television system by working directly with HMMA Media Specialist.

QUALIFICATIONS:

- Demonstrated effective writing, public speaking and interpersonal skills.
- Demonstrated mastery in use of computer software/digital camera equipment for creation of newsletter and Web site design.
- Demonstrated ability to interact confidently with Team Members at all levels; be action and results oriented.
- Demonstrated proficiency in use of web development and graphic design software.
- Proficient in Microsoft Word, PowerPoint and Excel, and Adobe InDesign and PhotoShop.

ADDITIONAL INFORMATION:

- Salary commensurate with experience and abilities.
- Position may require occasional travel (domestic or foreign).
- Flexibility in working hours to include weekends and holidays, if required.

To apply, send resume and references to: HR Employment, 700 Hyundai Blvd., Montgomery, AL 36105; HRresumes@hmmausa.com.

ASK Adobe!

The Montgomery Advertising Federation invites you to ASK Adobe! Thursday, November 9, 2006. This extended Lunch & Learn will include two one-hour sessions with lunch and an informal discussion in between. Attend one or all. Solutions engineer Lynn Grillo will discuss the new Creative Suite 3, Quark vs. InDesign and the Adobe-Macromedia merger.

Go to www.montgomeryadfed.com for complete schedule and more details. Cost is \$15 for MAF members, \$22 for non-members and \$15 for students. RSVP to rsvp@montgomeryadfed.com by noon on Tuesday, November 7, 2006.

Do you know of a professional development opportunity that might be of interest to PRCA members?

E-mail Kristi Gates at kmgates79@yahoo.com.

Upcoming Meetings

PRCA's monthly professional development luncheons are the foundation of our organization. Increase your chances of attending each meeting by marking your calendar now.

Meetings typically occur the second Monday of each month. Following are the dates for the next four months*:

November 13
December 11
January 8
February 12

* *subject to change*