



Who is PRCA·Montgomery?

We are Public Relations professionals in Montgomery and surrounding areas. We're dedicated to learning new and better ways to get the job done. We meet regularly to connect with other members, share our experiences and have fun! We grow when those in this community offer their expertise during our events. We'd love to have you join us to be a part of it all!

Board of Directors

PRCA-Montgomery board members volunteer their time to create an engaging and vibrant community for all members. Usually by September, the nominating committee begins work on the roster for the following year.

Current positions include:

- President
- President-Elect
- Past-President
- Treasurer
- Secretary
- Vice President of Programs
- Vice President of Membership
- Vice President of Publicity
- Vice President of Students
- Vice President of Communications
- Vice President of Community Service
- Vice President of Education and Accreditation
- Historian
- Member at-large and Student Member at-large

“ I joined PRCA to grow my skills in Public Relations and to network with others who can help me in my future career path. ”

—Keturah Stone



“ I got involved with PRCA to make connections in the PR world. I've stayed connected because of the many benefits PRCA provided. I now have a network of professionals who have become friends and are there when I need advice, tips or just a cup of coffee to talk about life. Being part of PRCA has helped me grow professionally and personally. ”

—Hunter Beck

Definitions

- **PRCA·Montgomery:** The local chapter of PRCA. Membership in the chapter automatically grants membership in PRCA and SPRF.
- **Public Relations Council of Alabama (PRCA):** The state organization for Public Relations professionals, which includes chapters in Birmingham, East Alabama, Mobile, Montgomery, North Alabama and West Alabama.
- **Southern Public Relations Federation (SPRF):** The regional organization for Public Relations professionals, which includes PRCA as well as organizations from Florida, Louisiana and Mississippi.

“ I decided to serve as secretary of the PRCA-Montgomery board to take myself out of my comfort zone. I am very honored to be a board member and ambassador for PRCA-Montgomery to express why all communication, marketing and PR professionals should be a part of such a great organization. PRCA is truly an organization where you can learn and grow! Our service is not just to help ourselves and our fellow professionals but also to help everyone thrive within our community. ”



—Candace Carnegie

Dates/Events to Remember

- 2nd Tuesday every month - PRCA-Montgomery chapter luncheons (exceptions noted below*)
- April or May - PRCA state conference with awards banquet
- *September - PRCAcon Montgomery, our annual one-day workshop and toolkit
- September or October - SPRF regional conference with awards banquet
- *December - PRCA-Montgomery holiday social

Membership Levels

- **Active:** full-time Public Relations practitioners, educators or researchers
- **Associate:** those who do not fit the full-time criteria for active membership
- **Sustaining:** retirees who were once full-time Public Relations practitioners
- **Student:** full-time college students interested in a career in Public Relations, communications or related field

Benefits of Membership

- Professional development and networking through monthly chapter meetings, state workshops, and annual state and regional conferences.
- Monthly e-newsletter highlighting local and state activities, members, and industry trends.
- Chance to serve other Public Relations professionals by becoming a local chapter, state, or regional board member.
- Access to the password-protected portion of PRCAMontgomery.org, which includes the ability to post and view the job board.
- Ability to distinguish yourself by earning Accreditation in Public Relations (APR).

APR: Stands for Accreditation in Public Relations, the official credential program for Public Relations professionals. Can be earned by members who apply, study, sit for a panel presentation, and pass an exam. Must be renewed every three years.



“Earning my APR gave me renewed confidence in my craft and set me apart professionally. It has also resulted in my employer seeing me in an advisory role versus only a tactical role.”

—Mikala McCurry, APR

“It’s truly a great honor to receive awards through PRCA and SPRF — whether it’s a Medallion or Lantern earned for a particular project or PAA for a career of achievements. For someone whose leadership at the time did not truly recognize the quality work our department was putting out, winning awards added merit to both that project and our department as a whole.”



—Kristi Gates, APR

Apply for awards and recognition on state and regional levels.

- **PRCA Medallions and SPRF Lanterns:** awards programs that recognize work of members who may submit applications in numerous categories
- **PRCA’s COTY and SPRF’s CODA:** Stands for Chapter of the Year and Chapter of Distinction Award, respectively. Rewards local chapters for excellence in various categories.
- **PRCA’s Philip R. Forrest Jr. Professional Achievement Award (PAA) and SPRF’s PAA:** The highest honor bestowed to a single practitioner. Chapters make nominations. All nominees and one winner are recognized during the state conference. Winner represents the state at the regional level.
- **PRCA’s Grover Smith Lifetime Achievement Award:** PRCA’s highest honor that recognizes a practitioner’s lifetime of distinguished service to the field. Since its inception in 2003, it has only been awarded five times.
- **SPRF’s Senior Practitioner:** Recognizes members who are veteran Public Relations professionals with high ethical standing.
- **SPRF’s Hall of Fame:** Recognizes distinguished accomplishments, commitment and leadership of professional Public Relations practitioners and educators who have at least 25 years or more of professional experience.

Learn more about awards at PRCAonline.com or SPRF.org.