



## Chapter News

### **Community Service in the East Alabama Chapter.**

The 25th Annual Putnam County Spelling Bee, the musical, was performed by Auburn University students on February 18th. The East Alabama Chapter, in partnership with the Auburn University Theatre Department, sold tickets to the dress rehearsal to benefit the Lee County Literacy Coalition. Not only was the play hilariously fun, but \$940 was raised!

### **Making sure all are counted in West Alabama**

The West Alabama Chapter has set its goals for the year and is full speed ahead in all areas, most notably with increasing student membership and enhancing student involvement/interaction. This spring, the chapter is working with its student members as well as the Tuscaloosa Chapter of the American Advertising Federation and AAF student members to increase awareness about the 2010 census. The groups are coordinating with the Tuscaloosa City School System to inform its students, their parents and the system's personnel about the importance of the census and urging the adults to complete the forms and mail them back to the U.S. Census Bureau.

### **Mobile Chapter to hold ToolKit Seminar in June**

Everyone should make plans now to take advantage and the warm weather (and head to the beach afterward) for the Mobile Chapter's annual ToolKit Seminar on June 24th from eight a.m. until after lunch. The theme is Extreme Make-Over: The PR Edition and will focus around becoming the best professional you can be. A national speaker will walk through a communications plan to demonstrate the elements necessary for success, how they selected audiences, certain tactics, developed a budget, etc. After that, we will have a speaker speak about building your own, and those in your organizations and a lunch speaker on looking, acting and becoming a professional with potential for advancement. Look for more information in late April.

### **Promoting Literacy in Birmingham**

Birmingham chapter (of PRCA) is offering its members an opportunity to help raise awareness of child and adult literacy services. The Literacy Guild, Better Basics, the Junior League of Birmingham and the Children's Literacy Guild of Alabama are all teaming up for Birmingham Reads. Volunteers will read to kindergarten thru 5th grade students April 14.

## **Forrest Professional Achievement Award to be announced at State Conference**

The Philip R. Forrest, Jr. Professional Achievement Award is the highest honor bestowed by PRCA. It recognizes PR practitioners who are outstanding in the field of public relations.

The award recipient will be announced at the PRCA State Conference next week in Auburn. The Chapter nominees are:

Darryl Gates, APR, is the VP of Communications/Editor for the Alabama Rural Electric Association of Cooperatives in Montgomery, Alabama. He is the Montgomery Chapter's nominee.

Jennifer Graham Jenkins, APR, is the vice president of public relations at Red Square Agency, in Mobile. She is the Mobile Chapter's nominee.

Leigh G. Krehling is the agency manger at Ellis-Harper Advertising in Auburn, and is the East Alabama Chapter's nominee for the Philip R. Forrest, Jr. Professional Achievement Award.

Jody Glaeser Seal, APR, is the manager of Strategic Communications at Energen Corporation in Birmingham, and is the Birmingham Chapter's nominee.

## **Don't be late for an important date – next week's State Conference**

One more week until the PRCA State Conference begins in Auburn, and there is still time to register. With a line up of all-star speakers, frat parties and networking with your PR peers, this is an Animal House style Conference that is not to be missed!

To keep up to date on the latest information and to register, go to [www.prcau.com](http://www.prcau.com) or follow the conference on twitter at <http://twitter.com/prcAu>.

## **Another Championship for Alabama**

PRWeek recently recognized The University of Alabama's undergraduate PR program as the top undergraduate program in the nation.

Your link to an article on this accomplishment:

<http://cis.ua.edu/apr/PRWeekUA1.html>



## SPRF CALL FOR ENTRIES

The SPRF Conference will be held in Baton Rouge, Louisiana September 26-28, 2010. The call for Lantern entries, which celebrate creative campaigns and honor the imaginative individuals who create the best work in the region will be showcased. The deadline for entries is May 28, 2010 (postmarked or stamped no later than), for work performed from June 1, 2009 to May 1, 2010. For more information, go to [www.sprflanterns.org](http://www.sprflanterns.org). Let's have PRCA sweep up the Lanterns!

## SPRF Announces "Legends" Student Competition

SPRF is hosting its first-ever student competition, The Legends Competition, in honor of the legends/teachers who fathered and have nurtured our profession. It is open to individuals and teams of students. Each individual/team will select an organization in its community to work with to develop a comprehensive PR plan, including research, planning, execution and measurement. The top three finalists will be invited to present their campaigns to a panel of judges at the SPRF Conference in Baton Rouge, La., Sept. 26-27. All entries will also be considered for awards in the categories of creativity, writing, resource management and use of new media. (Multiple projects may be selected in each of these categories.). Guidelines and Rules will be available by April 1 on the SPRF Web site at [www.sprf.org](http://www.sprf.org).

For more information contact Whitney Breaux, student services chair for the 2010 SPRF Conference, at 225-382-3577 or [whitney@visitbatonrouge.com](mailto:whitney@visitbatonrouge.com); or Joy Carter, APR, SPRF vice president of student services, at 205-325-4735 or [jcarter@acipco.com](mailto:jcarter@acipco.com)

## Lets Get It Started...

I am starting to become an "old-timer" as a dear friend in Mobile recently said to me, but I still feel so young. Consequently, I love the hip, young music fads, the Black-Eyed Peas. Their song, "Let's Get it Started," keeps playing through my head and means so much to me when I think about the Public Relations Council of Alabama.

All across the state – we have chapters who are getting things started. From East Alabama who is gearing up to host the state conference in April, to West Alabama who is engaging area citizens in the urgency of participating in the Census, to fabulous workshops in Mobile, Birmingham, North Alabama and Montgomery.

More than that, the state board is working to get it started this year for you. Look for exciting news in the coming months about affordable professional development webinars and teleseminars that will be offered by PRCA to bring industry insight to the comfort of your own desk.

Finally, I applaud Jody Seal, APR, who is leading the charge at the state level for the 2011 conference to be held in Birmingham. The 2011 State Conference will be held April 3-5 at the Embassy Suites Hotel and Conference Center in Birmingham, Ala. Beginning in 2011, the state conference will be a function of the state board, and board positions have been added this year to allow for planning and logistics for that conference. A profit sharing arrangement has been voted on and passed by the state board to give profits above expenses back to each of our member chapters.

It's all about making your PRCA membership meaningful to you. So, if you have ideas or suggestions, please always give me a call at 251-591-4974 or email me at [Jennifer@redsquareagency.com](mailto:Jennifer@redsquareagency.com) and Let's Get it Started.

Best regards,

Jennifer Graham Jenkins, APR





## Hall of Fame

SPRF has taken steps to create a Southern Public Relations Hall of Fame. The Hall, to be co-sponsored by the Southern Public Relations Federation and the Mississippi State University Department of Communications, is now accepting applicants for its inaugural class.

Each year SPRF will honor a select few communicators whose careers have helped define the field of public relations. Induction into the Hall is intended to identify past leaders in the PR industry whose memory should be honored and promote the profession about the extraordinary achievements, accomplishments and contributions of the inductees as well as SPRF and its members and member organizations.

Criteria for nomination and selection–

- must be SPRF members (there is no waiting period) with at least 25 years professional experience
- have brought honor to the profession of public relations
- may also be recognized for some strong contribution to their company, organization, city, state or region
- may be deceased, but if living must be active SPRF members (no length of membership required)
- may have shown leadership at the local, state and regional levels of SPRF and member organizations and chapters
- may have demonstrated professional practice and behavior that are characteristic and consistent with the SPRF code of ethics

For more information and to submit nominations please contact:

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205-558-2947



## PRCA takes on Dothan

Members of PRCA are some of the most well connected people in our state and seem to “know” everyone. Now we need to put your list of contacts to the test as we begin the process of chartering a new chapter in our organization. PRCA is working to establish a chapter in the Dothan area. The committee working to charter the new chapter is compiling a list of local public relations practitioners who might be interested. If you know of practitioners in the Dothan or Wiregrass area, please tell them about PRCA and tell us about them!

Remember, candidates for membership in PRCA do not need the words “public relations” in their title. We are looking for professionals who spend 50 percent of their work time performing public relations duties or who are solely responsible for the public relations function of an organization. Please send the contact information about PR practitioners in the area to Lucy Arnold Sikes at [lasikes@advance.ua.edu](mailto:lasikes@advance.ua.edu).

## Two more members achieve APR status

We’re off to a great start in the world of accreditation! Two PRCA members recently received their accreditation – Kristina Hendrix from the North Alabama Chapter and Holly Lollar from the Birmingham Chapter. Kristina is the director of technical outreach for Space Science Solutions. Holly is the executive vice president for public relations insights and planning at The Lollar Group. Please congratulate Kristina and Holly on this great accomplishment!

And for those interested in learning more about the accreditation process, the PRCA and PRSA Birmingham chapters are hosting an accreditation seminar on Thursday, April 29, at Samford University. The event is in the final planning stages, so be on the lookout for more information. In the meantime, contact Holly Lollar, APR, at 205-807-3759 or [holly@thelollargroup.com](mailto:holly@thelollargroup.com), if you have questions or want more information.