



# Going Public

A Publication of the North Alabama Chapter of the Public Relations Council of Alabama

February 2006

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Have you been getting an e-mail reminder for local PRCA meetings? What about the PRCA Buzz?

**T**he 2006 membership database is current due to much work by our membership committee (thank you Brad and team!). But a significant number of us are still not receiving local PRCA correspondence, especially meeting notices.

The culprit – our local PRCA notices are generated by an automated system called LISTSERV. Some folks get their messages through the LISTSERV database without problem. The e-mail systems of other members are kicking out the PRCA mail as spam. And you may never know about it. Without some intervention on your part, your PRCA correspondence gets screened out before it ever reaches your inbox.

If you suspect you're not getting your PRCA notices, call or e-mail Lori Miller, Board Recording Secretary and keeper of the e-mail listserv. There are several tests we can explore to find the problem, including a quick talk with your office IT guru. Usually a few clicks can "greenlight" the PRCALISTSERV mailings, and you're done.

Here's a hint – the meeting notice goes out on the second Monday of the month. If you get into the office Tuesday and you still haven't seen a notice, it's time to call. I can be reached by telephone at 535-9214 or by e-mail at: [lori.miller@whnt.com](mailto:lori.miller@whnt.com).



Photo by Debra Valine

## ***Here's your check!***

Stephanie Kelley, chair person for the 2005 State Conference in Huntsville, Ala., presents NAPRCA President Louise Heidish a check for \$6,557.57. This represents how much the North Alabama Chapter earned by hosting the 2005 conference.

## 2005-06 started with changes and challenges

Dear PRCA members,

Since our new board took office in October 2005, there have been several changes and continuing challenges.

### CHANGES:

Our monthly meetings are now held at the Redstone Federal Credit Union's Training Center on Wynn Drive. Our new facility has easy parking and access to the spacious meeting area is easy. We have enjoyed double buffet lines where networking and visiting is ever so easy plus the food is delicious.

Sonia Robinson has assumed the responsibilities of treasurer. The treasurer's books from 2004-05 have been audited and filed with our chapter book. 2005 Conference Chair Stephanie Kelley presented our chapter with a proceeds check for approximately \$ 6,500. Hurrah for the conference committee and Stephanie's leadership!

### CHALLENGES:

1) REACHING OUT to new and additional members. Isn't it amazing how many PR skills we observe in various businesses besides our own? Invite a business friend to a monthly PR luncheon.

### 2) PARTICIPATION

Marking our individual calendars for participating in the monthly meetings and future projects for non-profit



**Louise Heidish**  
NAPRC Board President  
2005-2006

groups in July and in a professional development workshop.

3) KEEPING IN TOUCH- Use E-mail and check Web pages

Our Webmaster Janet Felts has been updating our Web pages in coordination with Pat Smith of Auburn (the State's Web master) Go to "prcaonline.com" for fact sheets and background on our chapter.

A CONSISTENT ITEM is my representing you at the State board meetings. One was held in Clanton in

December 2005. The February meeting was a conference phone call. Our own member Karen Yarbrough is State President.

I personally look forward to your e-mails with suggestions, questions and all the etceteras.

Louise Heidish, President, North ALA PRCA, 2005-06 at "heidish@hiwaay.net"



## Okey Dokey

Marianne Higgins, right, past president of the North Alabama Chapter of the Public Relations Council of Alabama, swears in the 2005-2006 board at the October luncheon. List of board members with contact information appears on page 8.

## **NAPRCA Slate of Officers & Board of Directors 2005-2006**

**PRESIDENT: Louise Heidish, Heidish PR Consulting**

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**PUBLICITY: Jack Robertson, PR Consultant**

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**HOSPITALITY: Mary Grace Evans, Redstone Federal Credit Union**

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**WEBMASTER: Janet Felts, HiWAAY Internet Services**

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**IMMEDIATE PAST PRESIDENT/PRESIDENTS COUNCIL: Marianne Higgins, APR, Avocent**

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**APR CHAIR (non-voting): George Winters, APR, Winters & Associates**

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**Monty Vest, Boeing**

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**Rosa Kilpatrick, NASA/MSFC**

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## State chapter to host second accreditation workshop

The Public Relations Council of Alabama (PRCA) will sponsor its second Accreditation JumpStart class on Saturday, March 11 at the First Baptist Church of Montgomery (305) South Perry Street) from 10 a.m.- 4 p.m.

The event is free to all PRCA members and \$15 for non-members. Pre-registration is required. Breakfast, lunch and all course materials will be provided for participants. The class includes a thorough introduction to five of the major topics tested on the new Examination for Accreditation in Public Relations and is a must for PR practitioners to study independently.

The course also delivers an excellent overview of the accreditation process for those who are interested but undecided about whether to pursue this important milestone in their professional development.

To register or for more information, contact Denise D'Oliveira, APR, Vice President for Accreditation, at [ddolive2000@aol.com](mailto:ddolive2000@aol.com) or (251) 605-8777.

"Professional accreditation is the single most important step a public relations practitioner can take toward advancing his or her career," D'Oliveira said.

"Whether you've just begun considering accreditation as a major



career move or you're looking for motivation to push on through the process, this six-hour program is an excellent investment in your professional future."

### Workshop

The JumpStart program provides an in-depth introduction to the most fundamental areas addressed by the APR examination as well as advice about how to go about reviewing the comprehensive curriculum.

Topics to be addressed include:

- Communication theory
- Legal aspects — libel, privacy, copyright
- Professional ethics
- Research — types and applications
- Comprehensive public relations planning (i.e., case study work)

Accreditation in Public Relations is a voluntary certification program for public relations professionals, administered by the Universal Accreditation Board. The purpose is

### PR professionals in North Alabama who are accredited

Tim Allston, APR  
 Karen Price Behr, APR  
 Melissa Bullard, APR  
 Lisa Darnell, APR  
 Vickye Hester, APR  
 Marianne Higgins, APR  
 Stephanie Kelley, APR  
 Carol Madry, APR  
 Barbara Nash, APR  
 George Winters, APR

to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the field. The designation APR signifies a high professional level of experience and competence. Increasingly, job listing in the PR field are specifying "APR preferred." Senior public relations professionals are outspoken in their support of accreditation, yet currently less than 10 percent of practitioners in Alabama have attained the APR designation. For more information, visit [www.prcaonline.org](http://www.prcaonline.org) or [www.praccreditation.org](http://www.praccreditation.org). For directions, go to [www.montgomeryfbc.org/directions.cfm](http://www.montgomeryfbc.org/directions.cfm).



Start planning now for next year's state conference in Tuscaloosa!

# Speaker round-up

*Reaching Hispanic demographic, secrets to community involvement, 9 truths for business among recent topics*

**H**ispanics have become the largest minority group in the United States, bringing new challenges to public relations practitioners who must reach this new demographic.

The Oct. 19, 2005, PRCA membership meeting featured guest speaker **Margaret Rotger**, president of the **Alabama Hispanic Association**.

Margaret shared ideas on how to communicate effectively to the Hispanic market, specifically by utilizing the various Hispanic media outlets that are now in operation across North Alabama. She shared a Hispanic media list, Hispanic press clippings and statistical data on the local Hispanic population.

As an added bonus, luncheon guests were provided with a taste of the culture from a Macarena singer who entertained the audience with a variety of Spanish melodies.

The Nov. 16, 2005, PRCA membership meeting featured

**To recommend a speaker for a future luncheon, please contact Vickye Hester at (256) 551-3125 or hesterv@drakestate.edu**



**Margaret Rotger**  
**Alabama Hispanic Association**

speakers from the organization's new and spacious meeting venue. Presenters, **Jackie Brown, Mary Grace Evans, and Thom Tingle** spoke on the topic, "**Redstone Federal Credit Union (RFCU): From Marketing to Membership and Community.**"

The RFCU team spoke on the history, services, advertising and community relations programs of the credit union. Thom gave an in-depth background of RFCU and its member services. Jackie touted the success of integrating an in-house ad agency in the company, which has resulted in many advantages for the creative services department.

Mary Grace spoke on the many community relations efforts that are implemented by RFCU through college scholarships, volunteer projects and sponsorships of major community events. RFCU offered some of its newest space as the backdrop for PRCA monthly luncheon meetings, a perfect example of the credit union's outstanding community relations



Photos by Debra Valine

**Jackie Brown, left, Mary Grace Evans and Thom Tingle** discuss "**Redstone Federal Credit Union (RFCU): From Marketing to Membership and Community.**"

efforts!

The New Year's membership luncheon Jan. 18 kicked off with **Sean Doyle, FitzMartin Inc., of Birmingham**, telling the PRCA membership about the **9 Truths for Business**. The 9 Truths he discussed included branding, people, job, sacrifice, fear indifference, differentiate, use risk, force re-evaluation and think.

Spring meetings will include crisis communications, research techniques from a regional PR/advertising firm, a long-awaited joint meeting with the Tennessee



**Sean Doyle**  
**FitzMartin Inc.**

Valley Ad Federation, a PRSA connection, and a lobbyist. In lieu of the July monthly luncheon, PRCA will have another summer social to provide informal, after-hours mixing and mingling for the organization's hard-working membership.

# PRCA

## Public Relations Council of Alabama

**2005-2006**

### Meetings of the Board of Directors and Membership Meetings

#### Board Meetings

Redstone Federal Credit Union

Wynn Drive

11:30 a.m. – 12:30 pm. unless otherwise scheduled  
noted

#### TUESDAYS

Feb. 7

March 7

April 4

May 2

June 6

July 4 TBD

Aug. 8

#### Membership Meetings

Redstone Federal Credit Union

Wynn Drive

11:45 am. – 1 p.m. unless otherwise

#### WEDNESDAYS

Feb. 15

March 15

April 19

May 17

June 21

July 19

Aug. 16

*Going Public* is the official online newsletter produced for members of the North Alabama Chapter of the Public Relations Council of Alabama. The editorial style applies the industry standard Associated Press Stylebook. Reader input is solicited and welcomed. Please direct letters and comments to Debra Valine via e-mail at [shortt55@aol.com](mailto:shortt55@aol.com). For more information about PRCA visit the Web at [www.naprca.org](http://www.naprca.org).