



Going Public

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

May 2006

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**Mark your calendars for
these upcoming events:**

SILENT AUCTION: Wednesday, June 21. Be sure to bring your checkbook so you can get a super deal on trips, artwork, dinners and much more. To donate items, contact Lacy Pruitt, lp Pruitt@htimes.com.

WE ARE PR WORKSHOP:

Contact Kathryn Cataldo, stratacom@comcast.net. Planning for PRCA's Crisis Communications July workshop is on-going. Jonathan Bernstein, crisis communications expert, has agreed to provide materials for the workshop. Check out some of his articles at: www.bernsteininrisismmanagement.com/articles.html

NIGHT WITH THE STARS:

Looking at July 13 or 27. More information to come.

Workshop May 17 focuses on PR measurement

The Public Relations Council of North Alabama is sponsoring a professional development workshop, PR Research, Measurement & Evaluation: Its Impact on the Bottom Line Research, 1:30 – 4:30 p.m., May 17, at the Redstone Federal Credit Union Training Center. Cost is \$45 for PRCA Members, \$50 for non-members and \$35 for students with a student ID. You may pay at the door.

Measurement and evaluation have taken on increasing importance in the public relations profession. More than ever before, public relations managers are being held accountable to senior management to demonstrate the impact of public relations strategies on corporate profits and public awareness. This seminar, presented by Dr. Walter Lindenmann, APR, of Lindenmann Research Consulting, will provide an overview of the process for measuring public relations effectiveness.

In this seminar you will:

- Review the Three Major Steps in PR Measurement
- Recognize Outputs, Outtakes and Outcomes
- Review Secondary Data Sources for Research
- Identify Key Primary Data Collection Methodologies and Techniques
- Review Award-Winning Case Histories of PR Measurement Projects
- Hear Tips on How to Build a PR Relationship Index
- Learn How the Index Can Help You Focus PR Efforts on Building Customer/Employee Loyalty, Commitment and Trust

Reservation Deadline: Friday, May 12. Public relations professionals plus anyone in communications, graphic design, marketing and advertising, non-profit organizations, and marketing and communications students are welcome to attend.

To reserve your seat, contact Elizabeth Garcia, CBM Associates, P.O. Box 5345, Huntsville, AL 35814; phone: (256) 426-5127, FAX: (206) 237-3807; e-mail: egarcia@hiwaay.net

Walter K. Lindenmann, Ph.D., APR, is an independent consultant specializing in public relations research and measurement. Prior to his consultancy, Dr. Lindenmann served as the senior vice president and senior research counselor at Ketchum Public Relations in New York. He was a co-founder of the Institute of Public Relations Commission on Public Relations Research and Management and has conducted a variety of seminars for the Public Relations Society of America's Annual Conventions.

From the President

Dear PRCA members,

It's the middle of our PRCA year filled with activities. Join us!

Your board's key tasks have been the **PLANNING** and **IMPLEMENTATION** for programs, professional development, philanthropic projects and professional fund-raising. The implementation of all these plans continues to be in the monthly **BUZZ**, in e-mails and on our local Web site section of prcaonline.com.

In the next two months, **AWARDS** for local chapter members will be presented. Those awards include the chapter's Practitioner of the Year (affectionately labeled **POTY**), the senior practitioners to be honored by **SPRF** at its convention in New Orleans in July and our local Simmons scholarship student.

Our records (our history) had been stored at the Chamber of Commerce. That area is now needed by the Chamber. So several boxes were transported to my home-office. Member Carol Roach spent some time with me sorting and organizing. The material will be further sorted



Louise Heidish
NAPRCA Board President
2005-2006

and then taken to the PRCA-North Ala. Chapter's section in the Main Library's archives downtown.

We are fortunate to have some space there. In fact our chapter books and records from 1990 through 1996 are already in the archives. Ms. Renee Pruitt, the Library's Archivist, has been helpful in giving details of how the materials should be organized. Would you

believe that a particular meeting's minutes indicate **when** George Winters joined PRCA?

Mark Sept. 28-29 for the Annual PRCA conference in Tuscaloosa. This is the 50th anniversary of PRCA as a state organization for our profession. Many cheers for longevity and encouragement to many, many members. More details are coming via the **state Web site**. Access is "prcaonline.com."

I have personally continued to represent you at the Alabama State PRCA Board meeting both by teleconference calls, e-mail voting and drives to Clanton (the mid-way point in our state). Our local member now state president, Karen Yarbrough, is enthusiastic and organized.

Thank you for marking your individual calendars and trying to arrange your professional time to join us at our monthly meetings. We have certainly mastered the buffet line at Redstone Federal Credit Union. Thanks for sharing your pleasure about the facility with our Redstone members.

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

— Louise Heidish, President, NAPRCA 2005-2006

Success at State PTA Conference

VP of projects, NAPRCA, Kathryn Cataldo, reports that the non-profit Second Mile met success at the State PTA Conference held last month in Huntsville. The sales of "Parent Party" CD ROMs targeted toward school officials needing Parent Involvement Programs, exceeded expectations.

Kathryn narrated the CD ROM video and helped oversee development of the collateral produced by Teledyne Brown Engineering. Second Mile will honor Kathryn and Teledyne Brown for their contributions with a celebration at the Heritage Club in mid-May.

PRCA Leadership – 2007 Board Members Wanted

If you've ever wondered what makes PRCA run, well, it is you, the members. Each Chapter has a Board of Directors, and separately there is a State Board. All are PR practitioners interested in networking, education and career advancement in the PR field. If you have like interests, it is time you considered serving on the Board. There's no better way to get to know the members and get the inside scoop on new jobs in the area. If you are interested in serving on the 2007 Board of the North Alabama Chapter of PRCA, please visit <http://www.naprca.org/factsheet/contacts.html> for a list of the offices held by the 2006 Board. Then, notify Marianne Higgins, APR marianne.higgins@avocent.com by the end of June about the position(s) that are of interest to you. The slate will be presented to the general membership for vote at the August member meeting.

NAPRCA Slate of Officers & Board of Directors 2005-2006

PRESIDENT: Louise Heidish, Heidish PR Consulting

(256) 881-6924 or (256)653-8585/cell; e-mail: heidish@hiwaay.net

PRESIDENT-ELECT/VP OF PROGRAMS: Vicky Hester, APR, Drake State

(256) 551-3125 or (256) 658-3257/cell; e-mail: hesterv@drakestate.edu

PROFESSIONAL DEVELOPMENT VP: Elizabeth Garcia, CareerTek/CBM Associates

(256) 426-5127/cell; e-mail: egarcia@hiwaay.net

PROJECTS VPs: Kathryn Cataldo, Stratacom

(256) 881-2855 or (256) 797-0995/cell; e-mail: stratacom@comcast.net

Bob Labbe, Sports Med

(256) 881-5151; e-mail: bob0873@yahoo.com

MEMBERSHIP VP: Brad Clasgens, WHNT

(256) 535-9224; e-mail: brad.clasgens@whnt.com

RECORDING SECRETARY: Lori Miller, WHNT

(256) 535-9214; e-mail: lori.miller@whnt.com

CORRESPONDING SECRETARY and TREASURER:**Sonia (Simmons) Robinson, Crestwood Medical Center**

(256) 880-4560 or (256) 509-5916/cell; e-mail: sonia.robinson@triadhospitals.com

FUND-RAISING: Lacy Pruitt, Huntsville Times

(256) 532-4176; e-mail: lpruitt@htimes.com

NEWSLETTER: Debra Valine, US Army Corps of Engineers

(256) 895-1235; e-mail: Debra.Valine@hnd01.usace.army.mil

STUDENT CHAPTER ADVISER: Allison Gregg, United Way

(256) 536-0745x104Allison.gregg@uwHSV.org

HISTORIAN: Shannon Magers, United Cerebral Palsy

(256) 859-9400; e-mail: smagers@ucphuntsville.org

PUBLICITY: Jack Robertson, PR Consultant

(256) 379-4496; e-mail: jrrobertson@msn.com

HOSPITALITY: Mary Grace Evans, Redstone Federal Credit Union

(256) 722-3739; e-mail: mgevans@redfcu.org

WEBMASTER: Janet Felts, HiWAAY Internet Services

(256) 564-6592; e-mail: jfelts@hiwaay.net

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

(256) 217-1221; e-mail: Marianne.Higgins@avocent.com

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

(256) 864-0600; e-mail: george@winterspr.com

MEMBERS AT LARGE (non-voting):**Shannon Clemons, ADTRAN**

(256) 963-8290; e-mail: shannon.clemons@adtran.com

Monty Vest, Boeing

(256) 461-2803; e-mail: monty.m.vest@boeing.com

Rosa Kilpatrick, NASA/MSFC

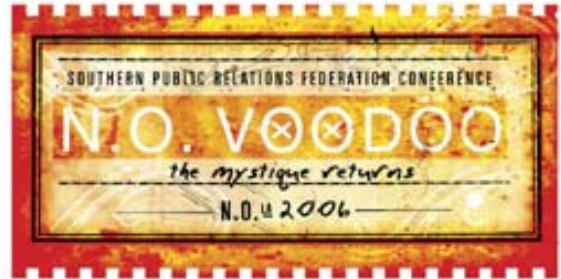
(256) 544-0042; e-mail: rosa.m.kilpatrick@nasa.gov

Registration under way for the 2006 SPRF Annual Conference July 17-18

The mystique returns to New Orleans Monday, July 17 and Tuesday, July 18 for SPRF's 2006 Annual Conference, which will be held at the Hotel Monteleone. For reservations, go to <http://www.hotelmonteleone.com/>, call (800) 535-9595 or e-mail reservations@hotelmonteleone.com. (The \$99 a night room rate is applicable three days before the

conference begins and three days after the conference ends. The room block will be held until June 16.)

Go to www.sprf.org to register for the conference or for the conference schedule, including a fabulous speaker lineup, registration forms, Lantern Awards guidelines and award entry information.



The conference committee has also scheduled phenomenal keynote and luncheon speakers. Jeff Newton of CBS News 60 Minutes and Lt. Taysha Deaton of the Louisiana Army National Guard will intrigue us with "Both Sides of the Frontline with Embedded Reporters."

Conference sponsorships are still available. For information on sponsoring the meeting and having your company's name at the forefront of all conference publications, contact Angela Vanveckhoven at Angela@pcal.org or (225) 925-9520, ext. 206.

Call for Entries: SPRF 2006 Lantern Awards

Enter your best work in the region's most popular public relations awards competition! Entries must be postmarked by **Monday, May 22, 2006**, to be eligible for judging.

Like the most gracious Southern hostess, New Orleans welcomes visitors with a genuine hospitality. The food, the fun, the flair's all coming back! Be there when "The Mystique Returns!"



Start planning now for the PRCA state conference in Tuscaloosa!

Speaker round-up

Each month, the Public Relations Council of North Alabama presents speakers from all aspects of the public relations field who share their experience and knowledge with members and guests.

John Welsch from the Tombras Group in Knoxville, Tenn., spoke on integrated communication at the March luncheon. The April luncheon featured Paige Rucker, PR/Account Executive with Durham Advertising. She spoke about specialty items and giveaways at trade shows with her presentation, "Premiums: From Ordinary to Extraordinary."

On tap to speak at the May membership luncheon is Dr. Rick Fischer, APR, Fellow PRSA, from the



John Welsch
Tombras Group

University of Memphis in Memphis, Tenn. Fischer, recipient of the 2005 PRSA Outstanding Educator of the Year Award, will discuss PR measurement. For a more detailed

look at PR measurement, be sure to sign up for the PR measurement workshop being presented that same afternoon by Dr. Walter Lindenmann.

The June luncheon speaker will be Brenda Cantrell, the director of Retail Sales and Marketing with the Unclaimed Baggage Center in Scottsboro, Ala. She'll talk about her recent experience with the David Letterman Show.

Upcoming events:

Silent auction: Wednesday, June 21. Be sure to bring your checkbook so



Paige Rucker
Durham
Advertising

Bernstein, crisis communications expert, has agreed to provide materials for the workshop. Check out some of his articles at: www.bernsteincrisismanagement.com/articles.html

Contact Kathryn Cataldo, stratacom@comcast.net

you can get a super deal on trips, artwork, dinners and much more.

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Night with the Stars: Looking at July 13 or 27. More information to come.

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 p.m. unless otherwise scheduled

TUESDAYS

June 6

July 4 TBD

Aug. 8

Membership Meetings

Redstone Federal Credit Union

Wynn Drive

11:45 a.m. – 1 p.m. unless otherwise noted

WEDNESDAYS

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. Editorial contributions and photography from the members is encouraged. Submissions must be made electronically to Debra Valine at shortt55@aol.com. Articles must be in a Word document. Photos must be submitted as JPEG, TIF or PSD files at 300 dpi. Please provide a cutline for all photos. For more information about PRCA visit the Web at www.prcaonline.com.