

PRCA FOR IMMEDIATE RELEASE

Public Relations Promoting Professionalism and Higher Education in Public Relations

Council of Alabama

MOBILE CHAPTER

CALENDAR of Events

August 2008

Frank Lott III Heritage Homes of Mobile Inc.

Thursday, August 28
11:30 a. m. - 1 p.m.
International Trade Club

COST:

Members \$15

Guests \$20

Students \$12

RSVP to Sheri Reid
at sreidd@asdd.com

Remember . . .

PRCA meetings are held the 4th
Thursday of every month.

If you RSVP and do not attend, you
will still be charged to cover the
cost of the lunch. Thank you for
your cooperation.

Extreme Makeover – Home Edition What Made This Project a Success?

Easter Sunday was the television premiere of the first ever “Extreme Makeover” project in Mobile. A lucky family was chosen from thousands of entries to receive a new home. Suddenly, Mobile streets were crammed with trucks, bulldozers, tractor trailers, etc. ready to “makeover” the house in seven days. Yes, they were successful but how did they do it? Hundreds of volunteers, television crew, food vendors, building suppliers, furniture deliveries, design teams, and the list goes on.

A local family-owned business will share their experience as they were chosen as the builder for this awesome project. Join us as we hear from **Frank Lott III** from **Heritage Homes of Mobile Inc.** Frank will share his planning, promotion and volunteer recruitment strategies in pulling off such a great project.

Frank, president of Heritage Homes since 2007, graduated from the University of Alabama with a bachelor’s degree in commerce and business administration. He joined his father’s 25 year old company in 1999. Heritage runs a family oriented business and employees are encouraged to seek an active role in their community. This extreme makeover project was a company effort that fit right into this philosophy.

Frank and his dad both support volunteering and believe this starts with company leadership. Currently they serve active roles in the Home Builders Association, The Nature Conservancy and United Way.

Make reservations now to attend our next luncheon meeting, Thursday, Aug. 28 beginning at 11:30 a.m. at the International Trade Club. RSVP to **Sheri Reid** at sreid@asdd.com or **441.7001**.



Taking the Next Step



It's the end of summer, the beginning of school, and what makes this particular month even more busy – and exciting – is the Olympics. I'm an Olympic junkie. And while I've been packing up kids going back to college and handling minor crises – wrecked cars, lost social security cards, etc., the world stops when any member of TEAM USA appears on the screen.

Exciting late night competitions and my early morning alarm clock are killing me, but I still can't pull myself away! Even now, writing this column, my head reflexively twitches toward the TV with every announcement that Michael Phelps will be swimming for another gold medal "right after this."

So in a public relations world how do we create Olympic-sized excitement for our organization? Let's take a few lessons from our USA Olympic competitors:

Go for the Gold. Michael Phelps trained for more than 12 years to be in China to pursue his goal of winning eight gold medals to beat Mark Spitz's 1972 record and become the most decorated Olympian in history. He had an ambitious goal, and willingly trained hard everyday. By the time the games got here, he was focused and confident. Twelve years? Now that's planning.

Details. Details. Details. Olympic competitions are won by hundredths of a second and tenths of a point. Every detail counts to someone. It's rare to pull off a perfect performance (unless you're Mary Lou Retton, the 1984 USA gymnastics gold medalist who scored a perfect 10) but it's worth it to look at every project from at least three different angles – yours, your bosses' and your customers'.

Stick Together & Celebrate Silver. Not every performance can win gold. No matter how much we prepare, there are a number of things out of our control. The American women's gymnastics team had a rocky start in the team finals. Each member had to fight her own challenges, but they supported each other, consoled each other and continued to fight for every decimal of a point. Together they conquered their nerves, mistakes and earned silver.

Review. Refocus. After the USA men's soccer team lost before earning a spot in the quarterfinals, avid soccer fans criticized their aggressive nature that earned significant penalties. An AP writer wrote, "The Americans chose to see what went right, rather than dwell on what went awry." It's good to look at the positive when getting started on evaluations – it gets you in the critiquing mindset. I like to ask, "What went right? What could have gone better?"

So it's easy for me to see how we can all learn from our world-class athletes, and take Olympic-inspired tips to apply in our own lives and jobs. Or maybe it's a bit of justification to watch the most amazing set of sporting events no matter how little sleep I get.

Welcome New Members

Elizabeth M. Saunders
Public Relations Coordinator
*American Red Cross -
Alabama Gulf Coast Chapter*

And Here's One More Chance –

You have a few more weeks to encourage prospective members to join before the big drawing. Remember for every new person, your name will go into a drawing for three free lunches.

Amber Guy with the Mobile Library, and PRCA's VP of membership can help. Contact her at **208.7902** or **amborguy@comcast.net**.

Congrats to...

Mobile Area Chamber's "Go Green" campaign for its monthly magazine, *The Business View*. More than 500 readers have opted to get their local positive business news in their inbox. To sign up for the free online version, e-mail jwinfield@mobilechamber.com with "Go Green" in the subject line.

Pat Hartman, APR with **Imagery Marketing**, for her extensive work on the accreditation Lunch & Learn series.

Brett Berg and **Kristen Draper** for another great show at the **Gulf Coast Exploreum – OUR BODY: The Universe Within**.

Think Blue

This year's PRCA community service project and annual silent auction will be Think Blue in support of the **Down Society of Mobile County**. The organization's mission is to provide enrichment through education, support, advocacy and networking opportunities for individuals with Down Syndrome and their families.



Down Syndrome is a genetic condition resulting when a baby is born with three rather than the usual two copies of chromosome 21 (Trisomy 21). This condition can occur in one out of every 900 live births.

Watch the September and October newsletters for a preview on silent auction items. The annual event also supports the chapter's student scholarship fund. **Make plans to attend Think Blue on Thursday, Oct. 23 at 11:30 at the International Trade Club.**

Are YOU Ready to Get in the Game?

*Sign Up Now for the PRCA Conference

We all know that if we don't stay sharp and hit a few home runs in this game we call public relations, we may as well sit on the bench! If you are looking to sharpen your PR skills, make plans now to attend the 2008 Annual PRCA Conference in Montgomery, Thursday, Oct. 1 and Friday, Oct. 2.

The deadline for the 2008 Medallion Awards was extended. Entries must be postmarked by Saturday, Aug. 30.

- The Montgomery hosts are planning a special **APR Boot Camp** on Oct. 1 at the hotel. The one-day immersion seminar is designed to take you from the Readiness Review to an in-depth study of KSAs (key skills and abilities). Registration is \$45.
- Want to be a corporate partner? Corporate partners are not just a sponsor, but also vendors. Contact **Lori Quiller** at conf08@prcaonline.com.
- Remember to register for the conference! Log on to www.prcaonline.com today.

Announcements

Call for Nominations –

The Fornaro Diamond Award

Recently renamed in honor of Suzanne Fornaro's dedication and service to the chapter, PRCA is seeking nominations for this year's winner.

Your nominee must be an active member of the Mobile Chapter who does not currently serve on the PRCA board of directors (see the back page of your newsletter for current board members). This person must also meet at least three of the following criteria:

- ◆ Makes an extra effort to attend as many PRCA functions as possible;
- ◆ Helps out without being asked;
- ◆ Volunteers to serve and/or coordinate on special PRCA projects;
- ◆ Appreciates the value of their professional development organization;
- ◆ Tells others about PRCA and helps recruit a new member(s);
- ◆ Makes the most of his/her membership;
- ◆ Takes on the little jobs, the detail jobs and never complains;
- ◆ Someone who does it out of love, not for the glory.

Send a paragraph or two and to **Amber Guy** with the Mobile Public Library and PRCA's vice president of membership to amberguy@comcast.net. Deadline for entries is Friday, Sept. 26. The award will be presented at Think Blue, PRCA's October meeting.

Scholarships to State Conference

PRCA is offering two scholarships to the state conference to cover the full registration and Medallions banquet – a value of \$225.

For more information about the conference schedule, visit www.prcaonline.com/Conference/index.html.

To submit a nomination, write one to two brief paragraphs and e-mail Susan Rak-Blanchard with the Mobile Area Chamber and PRCA president at srakblanchard@gmail.com or susan@mobilechamber.com or call 431.8641.

Recipients will be notified via phone.



Contact Us on the Web:
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Red Square Agency receives the SPRF William A. Taylor Best in Show award from Sabrina McLaughlin with Emerald Coast Public Relations Organization.

PRCA-Mobile's SPRF Lantern Award Winners

William A. Taylor Best in Show

Red Square Agency

Bishop State Integrated Marketing Communications Campaign

Award of Excellence

AltaPointe Health Systems

AltaPointe Health Systems Letterhead and Business Cards

Lewis Communications

Coastal Vision 3000 - Placesetting Invitation

Red Square Agency

Bishop State Web site

Red Square Agency

Craft Farms Media Invitation and Kit

Red Square Agency

The Town of SaltAire Lighting of the Trees Invitation

Awards of Merit

Lewis Communications

Coastal Vision 3000 - Visioning Video

Red Square Agency

Gulf Coast Cancer Centers Physician Message

Lantern Award

AltaPointe Health Systems

AltaPointe Health Systems Logo

Mobile Area Chamber of Commerce

Mobile - Not a Risk

Mobile Area Chamber of Commerce

Partners for Growth - Seizing the Opportunity

Red Square Agency

Bishop State Integrated Marketing Communications Campaign

Red Square Agency

Bishop State Print Ads

Red Square Agency

Edgefield Lumber BluWood Media Kit

Red Square Agency

Gulf Coast Cancer Centers Tools

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Video Everywhere!

How do I search for what I want?

An article in the July 30 issue of *USA Today*, writer Russ Juskalian announced, "The Internet is teeming with so much video that searching through it is becoming one of the biggest challenges on the Web."

Most search engines make educated guesses about the content of video clips based on identifying text tags or keywords that link to the clips on Web sites. Video search engines index all videos independent of the source site. Video directories differentiate themselves from video search engines by listing videos according to specific categories.

Search engines such as Google, Blinkx and EveryZing are racing to develop technology that will recognize what is on the tape through speech recognition and video analysis software. Blinkx can take audio and break it down into distinguishable sounds, creating a transcript. It also identifies text that appears on screen. Truveo focuses on "crawling" the web for video clips and creating a comprehensive index of clips found on the Web. Mefedia relies on users to help sort through millions of clips and television shows. They create playlists that others can contribute to or watch.