



For Immediate Release

Promoting Professionalism and Higher Education in Public Relations
Public Relations Council of Alabama • Mobile Chapter

Public Relations
Council of Alabama

Calendar of Events

December 2007

Bay Area Ad Fed, PRCA Press Club Holiday Party

DATE:

Friday, December 14

TIME:

6:30 p.m. – 9:30 p.m.

PLACE:

The Royal Scam
Across from the
Renaissance Riverview Plaza

COST:

Members \$15
Guests \$20

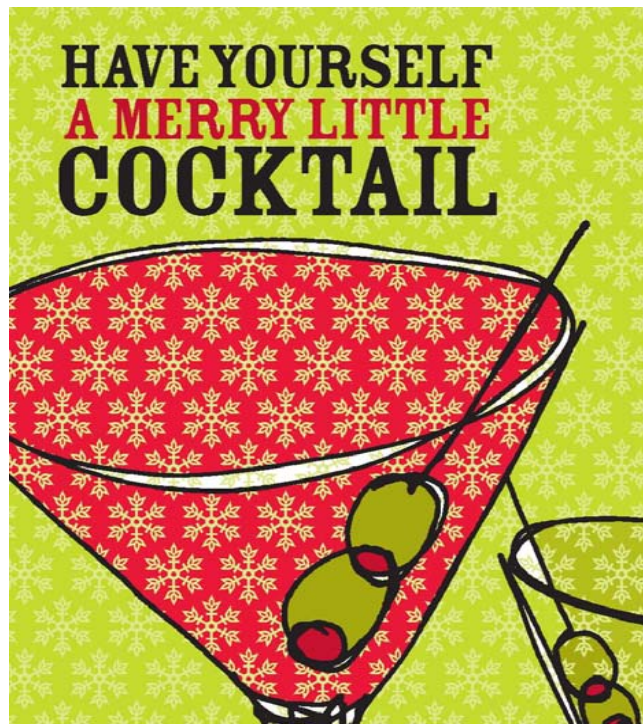
RSVP by noon on
Friday, December 10 to
Toni Kemper at
toniv@lewiscommunications.com

SAVE THE DATE:

“Meet Your Local Print Media”
Thursday, January 24
6:30 p.m. – 9:30 p.m.
International Trade Club

Remember . . .

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



AdFed, Press Club & PRCA Celebrate the Holidays Together

Join PRCA for a holiday party with a twist. On Friday, December 14, for the first time ever, PRCA, AdFed and the Press Club of Mobile will be hosting a joint holiday social. From 6:30 p.m. to 9:30 p.m. make plans to be at The Royal Scam for an evening of heavy hors d'oeuvres, tasty cocktails and great company!

In between holiday gatherings and last minute shopping, we know December is a very busy month but we hope you can make it! All three organizations are excited about the opportunity to enjoy the season with fellow communications professionals.

This event takes the place of our December meeting. All member tickets are \$15 and guests are \$20. RSVP to **Toni Kemper** by December 10 at toniv@lewiscommunications.com.

President's Note

Advertising Savvy Apple Missed PR Advantage



Susan M. Rak-Blanchard
Mobile Area Chamber of Commerce
PRCA President, 2007-2008

A few weeks ago I saw one of the latest ads for Apple Computers' Get a Mac campaign. If you haven't seen the TV commercial series over the last year, in Apple-genius style, a young hip guy dressed in jeans and T-shirt represents the Mac and a nerdy guy dressed in an oversized grey suit and outdated glasses represents the PC. The two casually chat about the benefits of Mac computers and challenges of PCs.

PC gets hung up with either a virus, a trip to surgery for Vista upgrades or interrupted by a FBI-look-a-like body guard asking him to cancel or allow information during his conversation with Mac.

No computer equipment ever appears in any of the commercials – Apple has successfully given the computers a personality. Both are likeable characters, you just end up feeling a little sorry for PC guy.

I've watched the series with interest and was somewhat amused until now. PC Hires a PR Lady. And in stereotypical fashion, she puts her "spin" on and speaks for PC, rewords his answers and even uses the dreaded "no comment." Laugh if you will, but here is yet another hurdle to overcome in educating the public and more importantly management, as to what we do and our value.

In the book, *Value-Added Public Relations: The Secret Weapon of Integrated Marketing*, author **Thomas Harris** addresses the creditability quotient and makes a case for the value public relations ads to advertising and marketing. Harris writes that leading brands in the world marketplace are using public relations to "add power and persuasion to all of their marketing messages." Should we be concerned that Apple missed that trend? Yes.

Blogger metricsman, a/k/a **Don Bartholomew**, a senior VP at MWW Group and a member of the Measurement Commission of the Institute for Public Relations, advises when it comes to PR measurement, we need to drop outputs, outtakes and outcomes and introduces EIA. This new guide is based on Exposure for materials or messages, Influence over perceptions and attitudes and Actions people have taken as a result.

Maybe PR value starts with recognizing our own value and the ability to communicate it to those around us. In this New Year, make one of your resolutions PR-focused and expose management to the knowledge and skills you have, influence peers and students to continue to develop as practitioners through PRCA and take action to further our profession by getting involved, inviting a peer to join our organization or sponsoring a college intern. And, maybe the next generation of PR graduates won't find themselves as the target of a joke in a commercial.

Susan Rak-Blanchard

2007 Media Mixer

Presented By:  RBC Centura Bank

Thursday, Nov. 15 | 5:30 - 8:00 p.m.
Mobile Area Chamber of Commerce Lawn

Hosted by
Mobile Area, Saraland and South Baldwin Chambers

A Party is Brewing!

Tickets: \$15
RSVP: 251.431.8606
cwilson@mobilechamber.com
online at events.mobilechamber.com

This Hurricane Party went off without a hitch! And, thanks to the sponsorship by PRCA, this year's Media Mixer was a great success.

Attendance at this year's event reached close to 400 with approximately 100 members of the media. We were particularly pleased to see a number of behind the scenes media staff including cameramen, radio DJs, program managers and a handful of general managers.

One seasoned media professional was even overheard telling another, "This is the event you always want to come to!" On behalf of the Mobile Area, Saraland Area and South Baldwin Chambers, thank you for again sponsoring this important event.



From left to right: Bob Grip with FOX10, Eva Golson with the Mobile Film Office, and Larry Wahl with *The Catholic Week*.

(Additional photo on back)

PRCA renewal time is here!

For many in Alabama, winter signals cooler weather (finally), holiday shopping and spending time with family and friends. For the Public Relations Council of Alabama, it's also renewal season.

E-mail notices went out earlier this month, and we're asking everyone to do their best to renew by Friday, December 14 so we can meet the state deadline for your continued membership.

Stay connected with PR practitioners in our community and throughout the state by renewing your PRCA membership today.

Don't risk missing out on all the benefits of being a member. For instance, as a member of PRCA...

you have access to a regional network of professionals who make up the state's longest-operating and largest group of public relations practitioners.

your professional network reaches beyond the state of Alabama to members of PRCA's sister organizations in Louisiana, Mississippi and northwest Florida to form the 900-plus-member Southern Public Relations Federation (SPRF).

you get special rates to attend the annual PRCA conference and various professional development seminars throughout the year. Local chapters also award scholarships to cover registration costs for the state conference.

you are eligible to be Accredited in Public Relations (APR). In addition, PRCA reimburses members who have taken the accreditation exam \$100 to offset any out-of-pocket expenses not covered by members' employers. SPRF also reimburses \$100 to those taking the accreditation exam.

you can earn recognition for your work through awards at the local, state and regional levels, including the *Medallion Awards*, the *Philip R. Forrest Jr. Practitioner of the Year Award* and SPRF's *Professional Achievement Award*. SPRF also hosts the *annual Lantern Awards*, recognizing excellence in various areas of public relations.

As a PRCA member, you have the opportunity to take advantage of all of these benefits and more. Renew your membership today. If you have any questions or need a copy of your renewal notice, contact **Amber Guy** at amberguy@comcast.net

Congratulations to...

Elaine Henderson for being named the Outstanding Fundraising Executive by the Association of Fundraising Professionals, Gulf Coast Chapter. The award was presented at the chapter's annual National Philanthropy Day luncheon.



Announcements

Call for Projects and Volunteers

The Community Service Committee is calling for from area organizations that could use a PR boost in the community. If you know of a community service project or event that you think PRCA should take on, contact **Lindsay Hutchisson** at **665-9646** or lhutchisson@mobilearc.org.

Agencies are asked to submit a one-page request outlining the need and a timeline. Mail submissions to Lindsay at 2424 Gordon Smith Drive, Mobile, Ala. 36617 or email her.

Also, if you are interested in volunteering on the PRCA Community Service Committee, give Lindsay a call.

Chapter Membership Survey to Measure the State of PR in Mobile

A membership survey will be posted in January in an effort to determine not only how members feel about chapter benefits and management, but also about the state of public relations in the Mobile/Baldwin area.

Questions concerning salary ranges, on the job skills, specialty areas, staff sizes and other information will help take stock of the profession.

Survey results will be made available to the entire membership. When you are asked to participate, take a little time to complete the online survey. It will be to the chapter's, the profession's and your benefit!

PRCA Job Announcements, etc. and e-mails

To get your news to the membership send all PRCA job announcements, etc. to **Sheri Reid** at sreid@asdd.com.

Not receiving PRCA emails? It is important that you contact Sheri via e-mail or call **441-7001**.

APR preferred.

Looking to advance your public relations career? More and more job listings are specifying APR preferred because it denotes exactly what potential employers are looking for – professionalism, knowledge, expertise and success in the real world – giving Accredited professionals a distinct advantage over the competition.



Discover how Accreditation can help you reach your career goals – contact Pat Hartman, APR, the Mobile Chapter Accreditation chair (pathartman@imagerymarketing.com) or visit www.praccreditation.org today.

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Public Relations Council of Alabama
Mobile Chapter
P.O. Box 66416
Mobile, Alabama 36660

Submit address changes to:
Membership
P.O. Box 66416
Mobile, Alabama 36660

Contact Us on the Web:

www.prca-mobile.org
www.prcaonline.com
www.sprf.org

Helpful Tidbits

Especially handy for the holiday season and also for business, the United States Postal Service has created a website for calculating bulk postage costs: <http://dbcalc.usps.gov>



(CONTINUED Media Mixer photos)

From left to right:
Kessiha Payton with WKRG TV 5, **Anita Clarke** with Cellular South, and **Crystal Wall** with Century Bank.

Standing Reservations

Anitra Belle	Traci Gyan	Lindsey Hutchisson	Susan Rak-Blanchard
Carmen Brown	Pat Hartman, APR	Penny Hatcher	Leslie Schraeder
Ashley Collins	Elaine Henderson	Jennifer Jenkins, APR	Virginia Van Antwerp
Charlie Dixon	Leigh Perry Herndon	Herb Jordan	Crystal Wall
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