

PRCA FOR IMMEDIATE RELEASE

Public Relations Promoting Professionalism and Higher Education in Public Relations

Council of Alabama

MOBILE CHAPTER

CALENDAR of Events

March 2009

Capitalizing on Crisis Communications

DATE:

Thursday, March 26

TIME:

11:30 a.m.– 1:00 p.m.

PLACE:

International Trade Club

COST:

Members: \$18

Guests: \$ 25

Students: \$ 15

RSVP to Carol Hunter
chunter@downtownmobile.org

SAVE THE DATE:

PRCA Monthly Meeting
Thursday, April 23
11:30 a.m. - 1:00 p.m.
International Trade Club

Capitalizing on Crisis Communications



How can you turn a crisis situation into positive publication for your organization? Make plans to attend PRCA-Mobile's March meeting to hear how an organization under attack can return fire.

Paynter serves as Senior Manager of Corporate Communications for EADS North America, the U.S. operation of the world's second largest aerospace and defense company. Prior to joining EADS North America in October 2008, he spent four years at Northrop Grumman corporation's aerospace sector. There he handled public relations for unmanned aircraft and spent

nearly three years leading tactical communications for the KC-45 Tanker program – ultimately winning the \$35 billion program.

Paynter has also had extensive journalism experience through his service in the U.S. Navy, completing various assignments overseas and winning numerous awards for his work. Most recently, Paynter made PR News' 2008 list of the "Top 15 under 30" public relations professionals.

Paynter is a graduate of the Defense Information School, holding multiple certifications in print and broadcast journalism, photojournalism, public affairs and crisis communications.

Policy for Meeting Reservations

The monthly PRCA meetings have been very well attended in recent months, which is a tribute to the quality of the speakers and the networking opportunities available. Though most of us RSVP in a timely manner, far too many fail to reserve a spot before the meeting. This is creating a serious problem for the International Trade Club since food is ordered based on the number of reservations we submit.

To resolve the issue, an old policy has been revived: Members attending the meeting without a reservation will be charged the guest rate of \$25.00. The current member rate is \$18.00. We do not wish to reduce the attendance at the meetings, however the Trade Club will ask us to meet elsewhere if we cannot get control of the problem.



If ever we have been in a time of crisis, it's now. We are all finding ways to reconfigure our programs to meet an increasingly volatile climate. For those of us who focus on raising money, we are really facing tough times. Charitable giving was down for December 2008 by 22 percent from where it was in 2007. That is making a huge deficit in budgets. Additionally, the potential cap

in deductible donations is causing an uproar in philanthropy circles. Talk about CRISIS!!!

I think we all have a thing or two to learn about crisis communications. Who better to hear from than our March speaker. It's interesting to me that according to Wikipedia Crisis Communications is a sub-specialty of not only public

relations but also a sub-specialty of the business community. I think this is a prime example of why public relations professionals are now sitting around the board room table and why that same board room should involve PR professionals in the structuring of the business plan as a whole.

It is vitally important that we as PR professionals plan and be prepared for anything that might come our way and impress upon our CEOs and Directors why that is so important.

"When written in Chinese, the word 'crisis' is composed of two characters. One represents danger and the other represents opportunity."

-John F. Kennedy

Yours in Service,

Lindsay Hutchisson

How do I network? What should be on my resume?
What does an employer consider work experience?

*Public Relations Council of Alabama-Mobile Chapter
Invites you to attend*

2009 Student Social

Sessions Include

Tricks to Networking, Resume Critique & Mock Interviews

Thursday, March 26

5:30 p.m.

Mobile Area Chamber of Commerce

*Bring Your Resume and Dress for the Position You Desire
RSVP wphillips@energysouth.com by Tuesday, March 24*

February's Meeting

During last month's meeting, Bob Grip of Fox 10 news shared with more than 75 guests various tips for pitching stories to the media and answered questions about how to be sure your story is picked up. Bob's biggest piece of advice - "Make your story relevant and interesting."



Community Service Project

The Community Service committee collected several great applications for this year's public relations project and ultimately chose Dodge Elementary School's *SCHOOLS FOR OUR SHIP* program as the one to pursue. In their proposal, the students at Dodge asked for our help creating a statewide public relations and marketing plan, complete with a logo for the program. If you are interested in helping with this year's community service project, please contact Dr. Vanessa Murphree at vmurphree@gmail.com or call 251-455-3455.

Job Announcements, etc. & e-mails

Adena Health System is seeking a Chief Strategic Planning & Marketing Officer. This multi-hospital system with 277 beds and 2,000 employees is located in Chillicothe, Ohio just 45 minutes from Columbus. Reporting directly to the CEO, this top executive will be responsible for developing the strategic business plan, marketing and branding concepts for Adena. Contact Terry Spink, Senior Consultant for Grant Cooper & Associates at 800.886.4690 ext. 121 or spink@grantcooper.com for more information.

The **Mobile Area Chamber of Commerce** is looking to hire a freelance copy editor to assist with publication of *The Business View*. Qualified candidates must be able to edit all copy as needed according to AP style, pyramid style, write headlines and subheads as needed, identify content for breakout boxes and pull quotes, etc., and assist the designer in the initial stages of layout. Payment for services will be \$500 a month for 11 issues annually. To learn more about the position, or to submit a resume including writing samples and proof of editing experience, contact Leigh Perry-Herndon, 251-431-8645 or lherndon@mobilechamber.com.

To get your news to the membership send all PRCA job announcements, etc. to **Carol Hunter** at chunter@downtownmobile.org.

2009 PRCA Conference

The 2009 PRCA Conference, themed "In the Ring," will be held on April 24, 2009, at the Grand Conference Center in Birmingham, Alabama. The program will last from 11:00 a.m. to 3:00 p.m. and will cost \$75 for individuals or \$600 for a table of ten. To make your reservation, visit www.prcaonline.com/index.htm or contact Susan Carothers at scarothers@wilkinsmiller.com.

The PRCA Mobile Chapter received two scholarships to give to members for the state luncheon. If you are interested in applying for a scholarship, please email Lindsay Hutchisson at lhutchisson@mobilearc.org with your request. All requests are due by **March 26, 2009**.

Welcome New Members

Meghan Ortte

Centre for the Living Arts

Dari Rogers

South Alabama Cares

Congratulations

Congratulations to Dr. Vanessa Murphree was nominated by PRCA-Mobile as Educator of the Year.

Congratulations to Sharee Broussard and her husband, Karl, whose team won the top award for Best Meat without Beans Chili for the 4th time at the American Cancer Society's Chili Cookoff. Karl has cooked in the ACS Cookoff since 1992, even serving as PRCA-Mobile's head chef from 1998 to 2001.



PRCA's Medallion Award



PRCA's February Medallion Award was presented to Barbara Shaw of Mobile Area Water and Sewer Systems for her work in educating the public about living green practices with the Alabama Coast Foundation.



Contact Us on the Web:

WWW.PRCA-MOBILE.ORG • WWW.PRCAONLINE.COM • WWW.SPREF.ORG

P.O. BOX 66416 • MOBILE, AL 36660

2009 Meeting Dates

March 26	August 27
April 23	September 24
May 28	October 22 - Think Event
June 25 - Toolkit	November 19
July 23	December 3 - Holiday Party

BOARD of Directors

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Leslie Schraeder	Pres Elect/VP Membership	973.2217 x 137
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Power PR Tool

By Sharee Broussard



Looking for a super cool way to integrate the "Live Web" or "Web 2.0" into your organization's web presence? Check out www.skittles.com.

Notice the low-level language used for the registration information (about 3rd grade, so appropriate for their demographic). Notice how they integrate Wikipedia, Facebook, Flickr and etc. while maintaining their site branding. Genius!!