

PRCA FOR IMMEDIATE RELEASE

Public Relations Promoting Professionalism and Higher Education in Public Relations

Council of Alabama

MOBILE CHAPTER

CALENDAR of Events

May 2008

Dianne Young

Southern Living

Thursday, May 22

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.*

SAVE THE DATES:

Toolkit

Thursday, June 26

8:00 a.m. — 1:30 p.m.

Lessons from *Southern Living*

Graphics and content – these are the most critical tools in getting our messages across to our audiences. Take a few tips at this month's PRCA professional development meeting from **Dianne Young** with the largest regional lifestyle publication, *Southern Living*.

With the March 2008 issue, the Birmingham-based magazine rolled out a sleek design in an effort to make *Southern Living* easier to navigate along with a new emphasis on healthy living and the region's urban centers. First published in 1966, the magazine boasts of 16 million monthly readers.

Young, will discuss the thought processes behind the editorial changes and walk members through a visual tour of the graphic updates.

A 30-year member of the *Southern Living* team, Young is executive editor of the magazine's feature department. In her current role, she directs two sections of the magazine, manages Web initiatives and oversees editorial input for public relations. Previously she has served in a variety of roles including travel editor, outdoor editor, Southerners editor, living editor, story director and senior writer. She has been instrumental to the magazine's growth and its attention to detail. Her peers say she is an incredible writer.

The Birmingham native earned her bachelor's degree at Cornell University and a master's degree from the University of Texas at Austin.

Make reservations NOW to attend our next luncheon meeting, **Thursday, May 22** beginning at 11:30 a.m. at the International Trade Club. RSVP to **Sheri Reid** at sreid@asdd.com or **441.7001**.



More Than A Word



As a young girl my mother told me dozens of times that the two most important words in the English language were “thank you” – and she meant it as long as I wasn’t in trouble. Then those two words might have been “I’m sorry” or “yes ma’am.”

Last month at the Mobile Area Chamber’s Smart Business seminar, I learned a few more important words, phrases and even questions that can help us communicate effectively. **Christine Corelli**, a Chicago-based speaker, trainer and author, shared these as part of her list of Seven Effective Communication Skills.

My mother would have loved Corelli because phrases like “thank you” and “I appreciate” and “please” were on her list of words to apply in life and more specifically, in business situations.

Here are a few other phrases she offered when sharing our opinion:

- “I’ve thought this over carefully and”
- “The reason this is so important is”
- “I’m confident that”

Corelli told the audience that asking questions “is crucial to your job” and they can encourage the thought process, allow people to give input and show you care.

Among her list of questions to memorize and apply when appropriate are:

- “How can I help you?”
- “What are your thoughts?”
- “What questions or comments do you have?”
- “Can we agree to . . . ?”
- “What do we need to modify or streamline?”
- “How/why did this happen?”

We all know that it takes more than just words to communicate, the tone of our voice and body language weigh in as well. But it seems that what we, as PR professionals, struggle over most frequently is the words. So the next time you’re trying to get a point across to the client or your boss, try a few of these phrases and questions and see how they work for you.

Best regards,

Susan Reh Blanchard



2008 Toolkit: Building on Excellence Nail Down New Communication Skills with Tools for Success

Mark your calendar for Thurs., June 26 from 8 a.m. – 1:30 p.m. for a morning filled with master craftsman who will share the tools of the trade. Topics include:

- **Public Relations 2.0: Social Media and the Evolution of On-line Conversations** – Lisa Fedele, Deveney Communications (New Orleans, La.)
- **PR Meet Advertising, Advertising Meet PR** – Sabrina McLaughlin, APR, Insight Marketing Communications (Destin, Fla.)
- **Fun with Networking** – Talma Carstarphen, American Medical Response (Mobile)
- **How to Make the News** – Glen Duncan, APR, Pennington Biomedical Research Center (Baton Rouge, La.)

This year’s Toolkit will take place in the Magnolia Ballroom at The Brookley Center located at 254 Old Bay Front Drive.

The cost is \$55 for members, \$65 for non-members and \$35 for students. This includes a delicious lunch catered by Naman’s. **Luncheon only** prices are \$20 for members, \$25 for non-members and \$15 for students.

From developing messages and responding to an increasingly diverse on-line audience to how to merge public relations and advertising into your marketing mix, there is sure to be something for everyone. Be on the lookout for details and registration information to follow over the next month.

Please contact Toni Kemper at toniv@lewiscommunications.com if you would like to be a part of this professional development event. There are both sponsorship and volunteer opportunities available.

And the Medallion goes to...



Diana Brinson with Volunteer Mobile for the success of the Annual Shrimp Cook-Off, a benefit for the organization. Pictured with Brinson is Susan-Rak Blanchard, PRCA president.

Welcome New Members

Robyn Andrews

Assistant Director of Marketing and Public Relations
University of South Alabama Baldwin County

Rebecca Capone

Student/ PR Writer
University of Mobile

Richard Paul Maxwell

Vice President & Corporate Communications Manager
Hancock Bank

2008 SPRF Conference & Lantern Awards

The Emerald Coast Public Relations Organization (ECPRO) is hosting the 2008 Southern Public Relations Federation Conference (SPRF) Sunday, July 27 - Tuesday, July 29 in Sandestin, Fla. Registration is \$275.

Lantern Award entries deadline May 23

Entries are now being accepted through an on-line awards entry system (sprflanterns.org/sprf). Enter your public relations programs and projects implemented between May 1, 2007 and April 30, 2008.

All entries must be received — not postmarked — by end of day May 23, 2008 to be eligible for judging. \$55 per entry or \$50 per entry if you submit four entries or more.

For more information on the conference and Lantern Awards, visit sprf.org.

Don't forget the SPRF Lantern Awards/Ceremony will take place at the conference.

Your Mobile Chapter Wants to Help You Become an APR!

What is Accreditation?

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

Why should I try to become accredited?

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective and sound professional judgment.

How do I become an APR?

You study with your peers or sign up for the interactive on-line study course (One-year subscription: \$195 for PRCA members or \$295 for non-members) www.online2learn.net/APR/index.htm. After you have been through one of the study courses and feel ready to take the exam, you make application to the UAB (\$25, application fee is waived if you pay for the exam in one payment of \$325), you sit for the "readiness review" (a presentation to a panel of three APRs designed to help you discover areas of weakness), and after you have been advanced by the readiness review panel, you take the computerized exam.

SPRF and PRCA offer reimbursement programs for people who achieve their APR designation.

A free study guide is available for download:

www.praccreditation.org/index.html

"Lunch & Learn" sessions (free to PRCA members):

May 15	Principles of Public Relations Denise D'Oliveira, APR
May 29	Public Relations Planning Marion Faulk, APR
June 5	Research Suzanne Fornaro, APR
June 15	The Diffusion Process Carol Mann, APR
June 19	Business & Financial Literacy/ Information Technology Pat Hartman, APR

Lunch & Learns will be held at the Mobile Area Chamber of Commerce from 11:00 a.m. – 12:00 p.m.

Readiness Reviews may be scheduled any time by contacting **Pat Hartman, APR (490.5699 or email pathartman@imagerymarketing.com)**, or schedule a Readiness Review at the PRCA state conference in Montgomery Oct. 2 & 3. For more information, contact Pat Hartman, APR.

