

PRCA FOR IMMEDIATE RELEASE

Public Relations Promoting Professionalism and Higher Education in Public Relations

Council of Alabama

MOBILE CHAPTER

CALENDAR of Events

May 2009

Marketing on a Shoestring Budget

DATE:

Thursday, May 28

TIME:

11:30 a.m.– 1:00 p.m.

PLACE:

Oysterellas

COST:

Members: \$18

Guests: \$ 25

Students: \$ 15

RSVP to Carol Hunter

chunter@downtownmobile.org

SAVE THE DATE:

PRCA Tool Kit

Thursday, June 25

8:00 a.m. - 1:00 p.m.

Junior League Headquarters

Marketing on a Shoestring Budget



Join us on May 28 as Dr. Hazel James Cole shares tips for making a small marketing budget go a long ways.

Dr. Hazel James Cole from Hattiesburg, Miss., who has taught public relations courses for over ten years, is an award-winning public relations professional and entrepreneur with 15 years experience in corporate public relations. Prior to joining McNeese's faculty in Lake Charles, Louisiana, where she focuses on public relations courses and is involved with the internship program, she worked as a senior PR manager for GodwinGroup, the oldest and largest advertising firm in Mississippi. In addition, she is the owner and managing partner of H. Bell James & Associates, a public relations and marketing

consultancy specializing in strategic planning, crisis management, media relations and media training. At McNeese, she is the faculty advisor for Public Relations Society of America (PRSSA) and Beautiful Aspiring Professional Sisters (BAPS). She holds the bachelor's and master's degrees in Public Relations from The University of Southern Mississippi, where she also received her doctoral degree in Mass Communication and Journalism in 2008. She is the recipient of AEJMC's 2007 "Inez Kaizer Student of Color Award" in public relations. Her research specialties are public relations, media criticism and cultural studies and she has presented research on popular culture, media history, media criticism and cultural studies at numerous popular culture and communications conferences. Her professional work has been recognized by numerous professional organizations. Dr. Cole has held leadership positions in Public Relations Association of Mississippi, Southern Public Relations Federation, Sales and Marketing Executives-Hattiesburg and many others. She is a board member with the Mississippi Innocence Project founded by author/attorney John Grisham and served on the Hattiesburg American's editorial board.

New PRCA Mobile Meeting Location

Please note that the meeting on Thursday, May 28, will take place at Oysterella's.





Marketing on a shoestring budget? I think we all know what this is like. Especially those of us who work in the non-profit world, we sometimes have no budget. I often find myself having to weight what marketing I can do based on funds available not on what I would like to see happen. I have also had to put an idea away for a time and save it for a better budget year. I think we can all

our small budgets can handle this and be successful. These types of campaigns can even be more effective than the traditional methods.

What are the best was to handle a small budget campaign? What the best tools to use to aid in this process? What assets do I have on my side?

We will see you at the May meeting to talk to you about all these ideas and more.

“Balancing the budget is like going to heaven. Everybody wants to do it, but nobody wants to do what you have to do to get there.”

- Phil Gramm , television interview 1990

Yours in Service,

Lindsay Hutchisson

identify with this concept within the last year. Many of us who are used to working within a budget are no 0% cost bases budgeting one thing at a time.

So, in today’s climate, how do we have an effective marketing campaign with limited funds? These things can be a little easier now than they were 10 years ago. Many of us are putting together effective marketing pieces at our own computers and sending out a targeted email campaign. Even

Mobile Wins PRCA’s Chapter of the Year

By Susan Rak-Blanchard, past president



Embroiled in the toughest competition *ever* with incredibly worth opponents – Mobile emerged victorious with the first place award in PRCA’s new Chapter of the Year contest in Birmingham last month.

To even out the playing field and reward Chapters excelling with different events, programs and activities, the state board created a process similar to the annual Medallion Awards with eight categories. It worked – every Chapter earned either first, second or third place recognition in at least one category.

Mobile’s efforts landed four first place awards and four second place awards and PRCA's Sheron Heflin Chapter of the Year. From what we hear the judges were extremely critical and the judging was close – sometimes just a point away! Kay Yarbough APR with the Montgomery Chapter orchestrated the competition and in her remarks during the ceremony said, “The judges were Donald Trump and we were his apprentices.”

Please take the time to congratulate last year’s board members for all they accomplished last year. Special kudos to Carol Hunter, who signed up for an annual scrapbook before the new process was even changed from one book to eight. It took a lot of team work and more time than we imagined, but what a tremendous reward to be recognized for our volunteer efforts.

I think it speaks to our commitment to our professional organization, as well as our competitive spirit!

Here’s how we faired:

Accreditation – 2nd place

Communication – 1st place

Membership – 1st place

Programs – 2nd place

Chapter Management – 1st place

Community Service – 2nd place

PR Education – 1st place

Projects – 2nd place

April's Meeting

John Strobe and Jason Cruthirds of Dogwood Productions joined us for April's meeting to talk about social networking and what it means to public relations professionals. Social networking can be an instrument for spreading the word about your organization, but use it with care.



Mark your calendars

Public Relations. Advertising. Marketing. Technology.
WHAT DOES IT MEAN TO YOU?

Join us for **PRCA Mobile's Tool Kit**

Thursday, June 25th
8:00am - 1:30pm.

Jr. League Headquarters
57 N. Sage Avenue, Mobile

This professional development series will feature numerous ways for you to learn the basics and beyond. To be more in tuned to the ways of the future and to sharpen your old skills at the same time.

\$55.00 for members, and \$35.00 for students.
Lunch and door prizes included.

Sponsorships and volunteers are still needed.
Please contact: Anita Clarke at 251-366-3009, or
aclarke@cellularsouth.com

Meeting Reservations Policy

Please remember: Members attending the meeting without a reservation will be charged the guest rate of \$25.00 instead of the current member rate of \$18.00.



PRCA's Medallion Award

PRCA's March Medallion Award was Vanessa McGee of Red Square for her public relations success for Circe De lay.

Welcome New Members

Leigh Dale Blackerby

Director of Marketing & Client Services
Cunningham Bounds, LLC

Cynthia Maddox

VP of Marketing, Communications & PR
Infirmary Health System

Job Announcements, etc. & e-mails

Government Strategies, a public affairs firm working with trade association, business, and nonprofit clients seeks a Communications Director. Send cover letters and resumes to Government Strategies, LLC, 25 S. Court Street, Montgomery, Alabama, 36104, or fax them to (334) 834-4657.

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

Not receiving PRCA emails? Please contact Carol Hunter via e-mail or call **434-8498**.

Accreditation Anyone?

In our current economy, now may be the perfect time for you to distinguish yourself as an accredited professional. The Mobile Chapter of PRCA has not had a new APR since fall 2007. We need to change that! A study group is forming now for anyone interested in pursuing accreditation in 2009. Please e-mail Sharee Broussard, APR at sbroussard@shc.edu for more information.

