

# PRCA FOR IMMEDIATE RELEASE

Public Relations Promoting Professionalism and Higher Education in Public Relations

Council of Alabama

MOBILE CHAPTER

## CALENDAR of Events

### September 2009

**DATE:**

Thursday, September 24

**TIME:**

11:30 a.m.– 1:00 p.m.

**PLACE:**

Oysterella's

**COST:**

Members: \$18

Guests: \$ 25

Students: \$ 15

**RSVP to Carol Hunter**

[chunter@downtownmobile.org](mailto:chunter@downtownmobile.org)

**SAVE THE DATE:**

PRCA Mobile's

Think Event

Thursday, October 22

11:30 a.m.

## What To Do "When Nancy Grace Calls."



Major Chad Tucker, Administrative Assistant to Mobile County Sheriff Sam Cochran, will be the guest speaker at this month's PRCA-Mobile meeting at 11:30 a.m. on Thursday, September 24 at Oysterella's Restaurant on the causeway.

Major Tucker will present the topic "When Nancy Grace Calls" as he discusses how to handle high profile cases, including tactics for meeting the

needs of the media, coordination of access to sites and how to handle emotional and sensitive situations such as the case involving the deaths of four children thrown from the Dauphin Island Bridge, a case that touched so many not only locally, but nationally as well.

Major Tucker serves as the Administrative Assistant to Mobile County Sheriff Sam Cochran. He oversees the Administrative Services Division encompassing such areas as finance, legal, internal affairs, planning and public affairs. The Mobile County Sheriff's Office is made up of 600 employees providing law enforcement services to the half-million residents in Alabama's second largest county.

## PRCA Mobile Meeting Location

Don't forget! The remainder of this year's meetings will be held at Oysterella's. Cost: \$18 for members, \$25 for guests and \$15 for students.





We have all had that day. You know the one. When you stop and ask yourself, “How could this get any worse?” How do we best handle the Public Relations nightmare in the event a disaster happens?

Who best to ask than Chad Tucker, Administrative Assistant to Mobile County Sheriff Sam Cochran. What to do “When Nancy Grace Calls”? He will discuss handling high profile cases, including tactics

for meeting the media’s needs and how to handle highly sensitive cases. He will also touch on the Dauphin Island Bridge case and how it was handled. Don’t miss this valuable opportunity.

I also want to take this opportunity to thank all the hard work that Carl Hunter and Susan Rak-Blanchard did on the Chapter of the year and Chapter of Distinction Awards for PRCA and SPFR. I am looking forward to SPRF Conference in October and hoping the Mobile Chapter brings home the gold once again.

“Rhetoric is a poor substitute for action and we have trusted only to rhetoric. If we are really to be a nation, we must not merely talk; we must act big.”

-Theodore Roosevelt,  
speech to the Hamilton  
Club, Chicago, April 10,  
1899.

Yours in Service,

*Lindsay Hutchisson*

## PRCA-Mobile’s Think Event

The Public Relations Council of Alabama-Mobile Chapter is again dedicating our October meeting to raising money for a local charity and our own student scholarship fund. This year, we will be sharing the proceeds with the **Exchange Club Family Center of Mobile**. The center provides education and support for parents to help improve family life and prevent child abuse and neglect in our community.

We’ll be hosting a silent auction luncheon at Oysterella’s on October 22 to raise the money. Please help us support these worthy causes. We are looking for donations of auction items to allow us to make a meaningful contribution to our community and to support public relations education via our scholarship program and inviting you to join us for this special event.

Last year we raised more than \$2000 and drew more than 100 people to our event. With your help, we hope to raise even more money this year.

If you have an auction item or if you would like to work on the event committee, please contact Vanessa Murphree at [vmurphree@gmail.com](mailto:vmurphree@gmail.com) or 251-455-3455.

Be sure you mark your calendars and plan to attend! Bring a friend!

## PRCA-Mobile’s

# *Think Event*

October 22 • 11:30 a.m. • Oysterella’s

## August's Meeting



Steve Powers joined us at the PRCA Mobile's August meeting at Oysterella's. Steve shared with attendees about the presence of radio in public relations and how

it can benefit us all in our efforts to promote our organizations.

## PRCA's Medallion Award



PRCA Mobile's August Medallion Award was presented to Nancy Johnson for the great media exposure for the county animal shelter.

## **2009 SPRF Conference**

Register today for the **2009 SPRF Conference** will be held in Tunica, Mississippi, October 4-6. Register today for the Early Bird rate of only \$225 for the full conference. Register at [www.sprf.org](http://www.sprf.org).

## **Diamond Award**

Renamed in honor of Suzanne Fornaro in 2008, the Fornaro Diamond Award recognizes one outstanding member (not a board member) for his or her volunteer efforts on behalf of the Chapter each year. Any member in good standing can nominate a member for the Diamond Award. The winner is recognized at the transitional Chapter meeting and receives an award. Other nominees are recognized with a certificate.

We are currently accepting nominations for this year's Fornaro Diamond Award. Please email Leslie Schraeder at [lschraeder@bellingrath.org](mailto:lschraeder@bellingrath.org) for a nomination form if you'd like to nominate someone.

## New Members

PRCA Mobile welcomes its newest members:

### **Angela Williams**

LifeSouth Community Blood Centers

### **Tyloria Crenshaw**

Franklin Primary Heath Center

### **Gayle Fogarty**

Thomas Hospital

### **Tammie Caton**

Caton Marketing

### **Kathryn Payne**

Gwin's Printing

## Announcements

Look for the Public Relations Council of Alabama—Mobile Chapter on Facebook.



**Community Corner** is inviting you to strut your stuff! Community Corner is a pre-recorded program which airs at 5:30 a.m. on 98.3 WDLT-FM and 6 a.m. WBLX on Sundays. The program invites local organizations to "strut your stuff" for 15 minutes on the radio!

Contact Carmen Brown for more information at 251.656.6028 or [carmenbrown@carmenbrown.com](mailto:carmenbrown@carmenbrown.com).

To get your news to the membership send all PRCA job announcements, etc. to **Carol Hunter** at [chunter@downtownmobile.org](mailto:chunter@downtownmobile.org).

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

