

# Public Relations Council of Alabama

## B i r m i n g h a m C h a p t e r

MEDIA ADVISORY:  
For Immediate Release

Media Contact:  
PRCA President  
Casey Lassiter  
205-447-6410

### **Birmingham-Hoover Hosts Annual PR Conference**

#### ***Birmingham professionals recognized***

Birmingham, Ala., **Apr. 14, 2011** – More than 150 public relations professionals gathered at Birmingham-Hoover’s new Embassy Suites in early April for their annual state conference. Awards were presented at this conference, of which several Birmingham professionals were recognized.

As a group, the Birmingham Chapter of the Public Relations Council of Alabama won the third place award in the category of *Programs*, in a competition against several other state chapters. Within the local chapter, several other individuals and agencies also walked away with awards.

Winning an *Award of Excellence*, were Jenna Shepard and Michael Richardson of Baron Services, Inc. for *Writing in PR: Feature Story*. Josh Till, Charles Buchanan, Jessica Huffstutler and Steve Wood of UAB’s Comprehensive Cancer Center won an *Award of Merit* for *Publications: External Magazine* for their work on “Crossroads,” the cancer center’s magazine. Lastly, Hilary Perry of Girl Scouts of North Alabama also won an *Award of Merit* for *Special PR Program: Long Term, Budget \$25K or more*.

“We are extremely proud of all of the achievements our Birmingham PR professionals experienced this year,” said Casey Lassiter, president of PRCA-Birmingham. “With all the hard work that our members put in, I am looking forward to what we can accomplish in 2011.”

PRCA-Birmingham has more than 60 members. The organization meets monthly and is open for membership to anyone in the public relations field. For information, please visit us on the web at [www.prca-b.com](http://www.prca-b.com).

###

#### **About PRCA**

PRCA is the state’s oldest and largest group of public relations practitioners. The organization exists to further the professional and networking interests of today’s public relations and communication professional in private, public and nonprofit businesses and organizations. Along with networking, PRCA offers career development and civic improvement opportunities, seeks to mentor college students and works to improve the professionalism of public relations practice through its accreditation program. There are six PRCA chapters in Alabama: Birmingham, East Alabama (in Auburn), Mobile, Montgomery, North Alabama (in Huntsville) and West Alabama (in Tuscaloosa).