

# Public Relations Council of Alabama

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

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For Immediate Release

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### **PRCA-B Members Honored**

#### *Awarded “Senior Practitioner” Designation*

Birmingham, Ala., **Nov. 8, 2011** – Two members of the [Public Relations Council of Alabama-Birmingham](#) were honored by the Southern Public Relations Federation (SPRF) with the distinguished designation of “Senior Practitioner.”

[Ruwena Healy](#), vice president of projects for the Public Relations Council of Alabama-Birmingham (PRCA-B) and president of Marketing 24/7, Inc. and [Keisa Sharpe](#), vice president of speakers for PRCA-B and media relations representative for Alabama Power Company, were the two members honored by this designation

The Senior Practitioner award was established to honor members of [SPRF](#) who are recognized by their peers as veteran public relations professionals with high ethical standing. Members may receive this designation only once during their career.

Both honorees were originally nominated for this award by their PRCA chapter.

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#### **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, Mobile, Montgomery, North Alabama (in Huntsville) and West Alabama (in Tuscaloosa).