



## **News Release**

### **Public Relations Council of Alabama**

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For Immediate Release

### **Montgomery PRCA Members Dominate 2009 Achievement Awards**

**Montgomery, AL-** The Public Relations Council of Alabama (PRCA) recently awarded two Montgomery area public relations professionals with the top awards at their annual state conference.

Hank Schmidt, who succumbed to heart failure late last year, was named the 2009 Grover Smith Lifetime Achievement Award recipient. This award honors someone who has made significant contributions to PRCA and the public relations profession. Hank was for many years the River Region United Way's Director of Marketing and Public Relations. A well-known and respected community leader, Hank was responsible for raising more than \$101 million dollars in funds for the United Way.

Darryl Gates was named the 2009 Philip R. Forrest, Jr., Professional Achievement Award recipient. This award is the highest honor bestowed by PRCA to a single practitioner who is outstanding in the field of public relations. Darryl is Vice President of Communications for the Alabama Rural Electric Association and the editor of Alabama Living, the association's 375,000- circulation monthly magazine, Darryl is an Accredited Public Relations (APR) professional along with being Certified Cooperative Communicator (CCC), as well as a Senior Practitioner in PRCA.

The Public Relations Council of Alabama, consisting of 500 members in six chapters around the state, is committed to PROMOTING professional and ethical practice,

DEVELOPING the potential of current and future practitioners, BUILDING a community of professionals, and ADVOCATING for the profession through effective member action and volunteer leadership. For more information, visit [www.prca.org](http://www.prca.org).