



## News Release

### Public Relations Council of Alabama-Mobile Chapter

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For Immediate Release

### Mobile Chapter Members Win Awards at State Conference

**Montgomery, AL-** During a statewide conference of the Public Relations Council of Alabama, members of the Mobile Chapter won several PRCA Medallions, an honor bestowed upon only the best public relations practitioners. The conference, hosted by the Montgomery Chapter of the Public Relations Council of Alabama, was recently held at the new Renaissance Montgomery Hotel and Spa at the Convention Center in historic downtown Montgomery.

The Public Relations Medallion Awards program recognizes the best work of the state's Public Relations Council of Alabama members with Certificates of Merit, Awards of Excellence, and the Medallion Award, the highest award given. In addition, there is one "Best of Show" and only two "Judge's Awards" given.

**Red Square Agency** won one of the Judge's Awards for a Total PR Program with a budget of \$25,000 or more for an Integrated Marketing Campaign for Bishop State Community College.

Ten Medallion Awards were presented to members of the Mobile Chapter of the Public Relations Council of Alabama: **Cameron Pfeiffer, Sharee Broussard, APR** and **Beth Morrissette** of the Junior League of Mobile in Publications: External Magazine and to **Sharee Broussard, APR**, in Quantitative Research. **Red Square Agency** swept the category with awards in Total PR Program with a budget of \$25,000 or more; Special PR

Program: 90 days with a budget of \$25,000 or more; Direct Mail Print; Organizational Identity; External Video Broadcast Production; Broadcast Production: PSA Video; Photography Color Images; and in the Potpourri category.

Sixteen Awards of Excellence were presented: **RSA-Adgefield Lumber Company** in Media-Press Kit Print, **Leigh-Perry Herndon** of the Mobile Chamber of Commerce in Writing for PR/Op-Ed; and **Sharee L. Broussard, APR** of the Junior League of Mobile in Writing for PR: PR or Marketing Plan. **Red Square Agency** won in several categories: 90 Day Public Affairs Program; Special Events Under \$20,000; Publications: External Magazine; Special Purpose Invitations; twice in Organizational Logo Design; Organizational ID: Letterhead/Business Cards; Organizational ID: Signage; three times in Broadcast Production: External Audio; and Website Development Internet.

Ten Awards of Merit were presented: **Mobile Chamber of Commerce** in Special PR Programs less than 90 days with a budget of \$25,000 or more; **Alabama State Port Authority** in Publications: External Magazine; **Molly Smart** in Annual Report with a budget of under \$5,000 and Regular Electronic Publications; and **Kristina Wood; Sharee L. Broussard, APR**, and **Beth Morrisette** of the Junior League of Mobile in Website Development Internet. **Red Square Agency** won in several categories: Measurement; Annual Report with a budget of \$10,000 or more; Organizational Identity: Institutional Image; Media/Press Kit Print; and twice for Website Development Internet.

The Public Relations Council of Alabama is the state's longest operating and largest group of public relations practitioners. The organization exists to further the professional and networking interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations. The Mobile Chapter of PRCA is one of six chapters in Alabama that offers career development opportunities, mentors college students and works to improve the professionalism of public relations practice through its accreditation program.

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