

Cunningham Wins Top PR Award

When Bill Cunningham's name was called as the 2008 recipient of the Public Relations Council of Alabama's Philip R. Forest Jr. Professional Achievement Award during the group's annual conference in Montgomery last week, it was the latest pinnacle in his 34 years of professional achievements.

Cunningham, the founding partner, president and account executive of Cunningham Group in Montgomery, is responsible for maintaining healthy client and agency relationships. As a member and former board member of the Montgomery Chapter of PRCA, he has mentored students and professionals for many years.

"I've known Bill for many years, and it's truly been my pleasure to serve with him on the PRCA-Montgomery board of directors," said PRCA-Montgomery Chapter President Lori Quiller. "In fact, when I first joined the chapter in 1996, Bill was one of the first practitioners I met, and he's been a mentor and dear friend to me ever since. His knowledge and experience have been invaluable to our student and professional members, and the entire chapter is extremely proud of him for this achievement."

The Philip R. Forest Jr. Professional Achievement Award is the highest honor bestowed by the Public Relations Council of Alabama to a single practitioner. The recipient is selected from the six nominees presented by each of the organization's chapters: Birmingham, Mobile, Montgomery, East Alabama, North Alabama and West Alabama. The award recognizes a public relations practitioner who is outstanding in the field of public relations and who exhibits excellence in community service, professional activities and career achievement. It has been given to one Alabama public relations practitioner each year since 1973.

Cunningham is also a senior practitioner with the Southern Public Relations Federation, PRCA's regional association; a member of the Montgomery Advertising Federation and an alumnus of Leadership Montgomery. He has won numerous awards from PRCA, SPRF and MAF. He actively participates in civic and cultural organizations to promote understanding and personal development in the city of Montgomery, and he participates in Senior Portfolio Days for area universities and colleges. He also serves as a member of the Alabama State University Advisory Council.

The Public Relations Council of Alabama, established in the mid-1950s, is a network of almost 500 public relations professionals in the state of Alabama. For more information, log on to www.prcaonline.com. The Montgomery PRCA chapter meets on the first Monday of each month at the RSA Plaza downtown. For more information, visit www.prcamontgomery.org.