



## News Release

### Public Relations Council of Alabama-North Alabama Chapter

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For Immediate Release

### North Alabama Chapter Members Win Awards at State Conference

**Montgomery, AL-** During a statewide conference of the Public Relations Council of Alabama, members of the North Alabama 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.

**McWhorter Communication** won Best of Show for their Reputation Brand Management for the City of Decatur called "City of Decatur: A Grand City on A Charming Scale."

Two Medallion Awards were presented to **McWhorter Communication** for Reputation Brand Management: Integrated Marketing Communication, and to **Lori Miller** of WHNT TV 19 for Public Service Program: 90 days.

Three Awards of Excellence were presented: **Lori Light, Veronica Canter, and Sonia Robinson** for Special Events with a budget of \$20,000; **Lori Miller** of WHNT TV 19 in Presentations: Slide/Power Point; and **Sonia Robinson and Lori Light** in Images: Photography Color.

An Award of Merit was presented to **Port of Huntsville** for Special Events with a budget of \$20,000.

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 North Alabama 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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