Minutes, PRSA Board of Directors meeting
Thursday, December 9, 2010
Regional Planning Commission of Greater Birmingham – Birmingham, AL

Present: Brandon Wilson; Michael Sznajderman; David Majors; Charles Bloom; Hallie Bradley; Melanie Davis; Kathie Martin, APR; Sara Sanderson; Emily Bates; Chris Osborne; Stacy Smith, APR; Elaine Witt; Allison Gray; Philip Poole, APR; Dave Rickey, APR; Emily Bates

Not Present: Mike Oakley; Garland Stansell, APR; Rachel Olis; Tommy Palladino; Teresa Lee; Ruwena Healy; Holly Lollar, APR; Mitch Edwards, APR

Welcome
Incoming 2011 PRSA Alabama Board President Brandon Wilson called the meeting to order at 8:05 a.m. Introductions were then made by all present.

Brandon shared a Strategic Overview and Board Objectives PowerPoint which included:

- 2011 Vision Statement
- Areas of Strategic Focus
  - Recruitment and Retention
  - APR Development
  - Communications
  - Programming
- Code of Ethics

Recruitment and Retention

A metric was suggested for this focus area and pre Brandon this is forthcoming. Melanie Davis suggested we send a note or email to members after three absences at a monthly meeting. A request was also made for a chapter membership list because of the gap between nationals list. The hardship clause

was discussed and we agreed to extend the chapter's hardship policy as well. Current policy is nationals – member 3 years; chapter – member 5 years membership renewal fee can be covered due to unemployment or temporary disability. It was also suggested the BBJ's book of lists could be a resource for us to recruit new members.

APR Development

There will be a consistent and constant push for APR accreditation in 2011.

Accreditation Chair Stacy Smith shared there are 27 accredited APR's in Alabama. Recently seventeen of the 27 met for the 1st Annual College of APR with the following focus:

- Advocacy of the APR program
- Recruitment
- Training
- Maintaining

Communications

Discussion centered on ways to more effectively reach our membership via social media and traditional means.

Programming

Programming Chair for 2011 Dave Rickey provided information on Q1 monthly meetings:

January – Dale Turnbough from UAB Communications
February- Student Summit
March – Pam Siddall, Publisher, Birmingham News

Melanie Davis added that the district is adding a speaker's bureau to serve as a resource for programming. It was also suggested a possible helpful topic for a monthly meeting would be to include local broadcast stations and ask assignment editors or reporters to join us to provide a current overview of their station as well as their insight as to direction and content of their broadcasts.

Professional Development Chair Chris Osborne discussed thoughts on the July PD Conference. Thirty second flip cam ads may be developed to market the PD Conference.

RapidCast Briefing

Melanie Davis provided information on RapidCast (RC) in Mitch Edward's absence.

- PRSA members need to update their RC profile information
- RC has a variety of templates available the board or the board president could utilize to communicate to various audiences.

Ethics

The PRSA Code of Ethics – Professional Values (HI LEAF) were presented and discussed.

Honesty: We adhere to the highest standards of ***accuracy and truth*** in advancing the interests of those we represent sent and in communicating with the public.

Independence: We provide ***objective counsel*** to those we represent. We are accountable for our actions.

Loyalty: We are ***faithful*** to those we represent, while honoring our obligation to serve the public interest.

Expertise: We acquire and responsibly use specialized knowledge and experience. We advance the profession through ***continued professional development***, research, and education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.

Advocacy: We serve the public interest by acting as responsible advocates for those we represent. We provide a ***voice in the marketplace of ideas, facts, and viewpoints*** to aid informed public debate.

Fairness: We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We ***respect all opinions*** and support the right of free expression.

Next meeting: The next board meeting was set for Thursday, January 20th at 7:30 a.m. at Regional Planning Commission of Greater Birmingham.

Adjourn: The board meeting was adjourned at 9:30 a.m.

Respectfully submitted by Chapter Secretary, David Majors