



APRIL MEMBER SPOTLIGHT

Edith Parten

Communication Director for the Alabama Tourism Department and Gulf Coast Regional Director

Edith Parten has been with the state tourism department for two years. She joined PRSA and the Travel and Tourism section in 2008. Prior to tourism, she worked for the Alabama Department of Education in PR. The director of communication was Mitch Edwards and he was my inspiration for joining PRSA. Prior to public relations, Edith worked in the broadcast media in news and marketing for 15 years.

As the communication director for Alabama Tourism, Edith performs the typical media relations/pr duties such as news releases and press conferences, but she also hosts media trips and spearhead their social media efforts to include Twitter, Facebook, YouTube and blogs. Edith shoots video for posting on their website, www.alabama.travel. In her spare time she takes photos. Edith also tracks and monitors press coverage. At tourism, they publish brochures, a vacation guide calendar of events and special items for our "Year of..." tourism campaigns.

The most fun part of Edith's job is hosting press trips and the relationships that she builds with travel writers. She invites media from all over the world to visit Alabama. Edith gets to show them our great state and its attractions, destinations and events. In 2010, tourism will host an "Alabama Theatrical Experience" trip in April, "Year of Alabama Music" press trip in July and a "Wine and Culinary" trip in September.

Edith says her membership in PRSA and especially the travel section has been invaluable. "The annual PRSA Travel and Tourism conference is a must-attend for me," said Parten. "The caliber of the journalists and the sessions are top notch. The PRSA meetings and web site have also been valuable resources."

Edith also participated in the University of Alabama regional PRSSA conference and enjoyed sharing her experiences and knowledge.
