



## **MAY MEMBER SPOTLIGHT**

***Ron Council***

***Vice President - Communications, Metro Monitor***

Ron Council, APR, a member of PRSA since 1979, is VP-Communications with Metro Monitor, a Birmingham headquartered national broadcast and media monitoring firm. He holds a Silver Medal Award from the American Advertising Federation – Birmingham.

He offers leadership in Writing Today writers' conference, the International Association of Broadcast Monitors the Public Relations Council of Alabama (PRCA), where he received the Senior Practitioner Award from the Southern Public Relations Federation; the Religious Communicators Council of America, past President of the Alabama Chapter; the AAF Birmingham, formerly the Birmingham Ad Club where he served two terms as President and won ADDY Awards for excellence in advertising; the Birmingham Regional Emergency Medical Services System Committee, member; Highlands United Methodist Church, and he is committed to promoting conservation and recycling.

Council's career has also included Director of Communication and Editor for the North Alabama Conference of The United Methodist Church; Director of Public Information for Birmingham-Southern College; Director of Advertising and PR for Key Royal Automotive, international chain of automotive dealerships, Founder and President of Advertising & Art Council Inc., a nationally recognized advertising agency, and his early career was as a reporter, photographer and editor for the Birmingham Post-Herald, UPI, The Camden (NJ) Courier Post, and The St. Petersburg (FL) Times, and the Sun Newspapers of Birmingham.

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