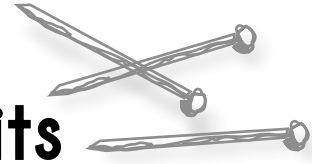


PRCA - West Alabama PR Toolkit for Nonprofits



September 22, 2011 @ Tuscaloosa Toyota, 3325 Skyland Boulevard

Time:	Topic & Presenters:
8:00 - 8:45 a.m.	Registration
8:45 - 9:00 a.m.	Welcome and Introduction <i>Set the stage for a day of information, ideas and imagination to help build stronger nonprofit organizations.</i>
9:00 - 10:15 a.m.	Hitting the Nail Head-On <i>With newsroom staff size decreasing and technology constantly changing, what is the best way to get your story covered?</i>
10:15 - 10:30 a.m.	Break
10:30 - 11:45 a.m.	Trying out New Tools <i>Which social media options help build your organization and which are just fads?</i>
11:45 - 1:15 p.m.	Power Lunch <i>The power of connections can help your organization make an impact.</i> Stephen Black, President and Founder of Impact Alabama
1:15 - 2:00 p.m.	Creating a Successful Blueprint <i>Public Relations is not synonymous with publicity, and developing a good PR program takes research, planning, work and proper evaluations. What is PR and how does a nonprofit organization learn from the pros?</i>
2:00 - 3:15 p.m.	Learn from the Pros <i>PR professionals will be available for one-on-one consultation on your organization's public relations questions. Bring samples of materials, ideas or questions.</i>
3:15 - 3:30 p.m.	Evaluation & Wrap-up...Let's go build something!

