

PRCA
SSA

at the University of Alabama at Birmingham



GIVING AND IMPACT

November
2025

Generosity in action shapes leaders, builds connections and creates meaningful change.

This November we celebrated the power of giving.



GUEST SPEAKER OF THE MONTH

Heather Jeffcoat

This month, PRCA/PRSSA at UAB welcomed Heather Jeffcoat, Director of PR at Champ Creative.

Ms. Jeffcoat provided chapter members with a valuable opportunity to learn from a seasoned professional. She left the members of our chapter inspired and better prepared for their future in PR.



STRATEGY MEETS EXECUTION

CMST 442 Campaigns Competition

This month, students in the public relations capstone class, Campaigns, competed for the 2025 Best Campaign. The Campaigns Competition completes the capstone in the public relations program at UAB.

In 2024, students broke into groups, selected nonprofit organizations and formed firms. Together with their clients, the firms developed strategic campaigns, following the research, planning, implementation and evaluation (RPIE) process emphasized in the program.

The competition was judged by local public relations professionals Katie Garfinkle, APR; Chris McCauley, APR; and Philip Poole, APR and past chair, American College of Fellows, Public Relations Society of America.

The Power of Giving



Ann-Marie Bankston
Vice President

“The power of giving is something special to me. In such a fast-paced world, we often forget that small actions can create meaningful change. Working with HARTT of Walker County, a nonprofit serving a rural community where resources can be limited. Seeing their dedication reminded me that even the smallest act of giving can make a significant impact.”

Breanna Butler
Co-Chair VP of Awards

“I have been grateful for the chance to give back by working with Studio By The Tracks, a nonprofit that empowers artists on the autism spectrum. It has been meaningful to use my skills in a way that contributes to an organization doing so much good.”



Kristin Chau Le
Co-Chair of Annual Report

“Giving back took shape through my work with Curt’s Closet in Cullman, Alabama. Helping its mission of providing clothing and essentials to underprivileged youth made me realize how powerful it is when we use our time and skills to support families who need it most. It confirmed my belief that giving creates meaningful change not only for others, but within ourselves.”



Alex Axtell
Treasurer

“Giving back became especially meaningful for me through my work with Holy Family Cristo Rey Catholic High School. Being able to support a school reminded me how powerful it is to contribute to the growth and confidence of underprivileged students. When we give our time to young, we are helping shape their futures in ways we never fully see.”



Milestones and Memories

PRCA/PRSSA at UAB invites you to attend its Annual Awards Banquet organized by Jonathan Cammon, Chair of Awards Banquet. We hope to see you there!



43rd Annual PRCA/PRSSA BANQUET

Join us at The Pita Stop
for an evening of
mingling and recognition
for the year.

The Pita Stop
1106 12th St S
Birmingham, AL 35205
\$37 Per Person

DEC. 2

AT

6 PM

TO RSVP EMAIL

JCAMM@UAB.EDU

Student Medallion Submission Workshop

 **Date: Thursday, December 4**

 **Time: 10:15 AM**

 **Location: HHB 227**

PRCA/PRSSA at UAB will host a workshop to help students prepare strong, standout and winning entries for the PRCA Student Medallion Awards.

During the session, members will learn:

- What judges are looking for in top-tier submissions
- How to effectively present your work, research and results
- Tips for crafting compelling narratives that showcase your strengths
- Step-by-step guidance on how to correctly submit your materials

This workshop is a great opportunity to get insight, ask questions and ensure your project is competitive and polished.

We encourage all members to join us for this workshop.

Come prepared to learn, take notes and get inspired. We look forward to seeing you there!

A Message from Chapter President

I want to express my appreciation for everyone who plays a role in moving PRCA/PRSSA at UAB forward. Whether you are attending meetings, participating in competitions, volunteering your skills or simply showing support from behind the scenes, your efforts make our chapter stronger and more impactful. In a field centered on communication and connection, your continued involvement demonstrates the true power of giving of time, talent and commitment. I am grateful for each of you and the difference you make.

Nic Amison

PRCA/PRSSA at UAB President





PRCA/PRSSA at UAB

THE FUTURE OF PR

PRCA/PRSSA at UAB is a student-led organization for students interested in public relations, communications and related fields.

At UAB, members in our chapter are members of both the Public Relations Council of Alabama and the Public Relations Student Society of America. Membership in the organization provides access to networking events, professional development and real-world experience to support career growth and readiness

Join Us Today!

Step into your future with purpose. PRCA/PRSSA at UAB connects you with opportunities to grow your skills, expand your network and lead with assurance in the world of communications.

BECOME A MEMBER HERE: [PRCA/PRSSA AT UAB MEMBERSHIP SIGN UP](#)

