



at the University of Alabama at Birmingham

SEPTEMBER
2025



The Future of PR

PRCA/PRSSA at UAB is a student-led organization for students interested in public relations, communications and related fields. As a joint chapter of the Public Relations Council of Alabama and the Public Relations Student Society of America, we offer opportunities for networking, professional development and hands-on experience to help students grow their skills and prepare for successful careers.

This Month, We Celebrate

Our theme this month is celebration, not just of accomplishments, but of life. Whether it is a cultural tradition, a personal achievement or a moment of joy in a busy week, we are creating space to recognize and uplift it. No matter how big or small, every reason to celebrate is a reminder of how far we have come.



Kicking off the month with leadership and service!



Members of PRCA/PRSSA at UAB had the opportunity to attend the Girl Scout Leadership Conference, where we connected with young leaders and gained insight into how communication and confidence shape leadership from an early age. It was a great chance to engage with the community, represent our chapter and support the next generation of change makers.

Help Desk: Journal Edition



PRCA/PRSSA members attended a journal workshop for CMST 340: Public Relations Principles, a class focused on the research phase of the RPIE (Research, Planning, Implementation and Evaluation) process, which forms the foundation of effective PR work. The workshop offered guidance on journaling techniques while also discussing key public relations concepts.

Members helped students better understand how to apply models like two-way symmetrical communication and PR functions such as community relations to real-world scenarios.

The workshop emphasized how these strategic approaches help manage relationships between organizations, or individuals and their key publics.

Real Talk: Advice from Our Members

Some of our members visited CMST 340: Public Relations Principles to share their experiences and offer advice on how to succeed in the classes offered within the program. It was a great opportunity for students to listen to insight and learn how to manage the course load. Here are a few takeaways from our members:



“Be ready to maintain professionalism in a fast-moving class with a workload that mirrors the PR field.” - Nic Amison

“Don’t be afraid to reach out to your resources! Reach out to students from previous classes for guidance.”
- Alexis McClellan



“The best thing you can do is plan and work ahead. This is the best possible way to set yourself up for success.” - Katie Steele

Guest Speaker Spotlight

Phillip Poole, APR and PRSA Fellow



For this month's guest speaker series, students and members had the opportunity to hear from Phillip Poole, a seasoned PR professional and educator.

He shared insights from his experience in the field, and offering students a chance to learn how ethics intertwines with public relations.

We are grateful to Mr. Poole for taking the time to speak with our students and contribute to their understanding of PR and being ethical PR practitioners.

Blazers at Fiesta Birmingham



PRCA/PRSSA members proudly represented UAB while volunteering with HICA at Fiesta Birmingham, one of the city's largest celebrations of Hispanic and Latino culture.

Our members contributed to a day full of community, service and cultural appreciation.

The experience was a powerful reminder of how communication helps build stronger, more connected communities, and we were honored to be a part of it.

Student Medallion Award Submissions Open on October 30, 2025!



Ready to get recognized for your hard work? The PRCA Student Medallion Awards honor outstanding student PR campaigns, writing, design and more.

To help you prepare, PRCA/PRSSA at UAB will host a hands-on workshop covering submission tips, formatting and how to make your work stand out.

Whether you are submitting classwork or personal projects, this is your chance to shine. Stay tuned for the workshop date and details!

UPCOMING



Reminders



**Backgrounder Workshop
(10/07)**



**Chapter Field Trip @ The Legacy
Museum/Equal Justice Initiative
(10/15)**



**Guest Speaker: Kathy Boswell
(10/23)**



**Halloween Social
(10/30)**



**Medallion Awards:
Submissions Open!
(10/30)**

A Message from Chapter President

September's theme was celebration, and I want to celebrate our chapter by expressing how thankful I was to see new members join the chapter, current members providing feedback and board members succeeding in leadership roles, planning events and connecting with members. I look forward to the chapter carrying this month's momentum into October with our theme being leadership.

Nic Amison

PRCA/PRSSA at UAB President





Ready to Join?

Whether you are passionate about public relations, communication, media or just want to build your network and skills, there is a place for you here.

Why Join?

- Network with professionals in PR and communications
- Gain hands-on experience through events, projects and workshops
- Build your resume and leadership skills
- Connect with a supportive community of future communicators

Who Can Join?

All majors and class levels are welcome, whether you are just getting started or already building your career path.

How to Join

Sign Up Link: [PRCA/PRSSA at UAB Membership Sign Up](#)

Questions?

Contact us via email at uabpublicrelations@gmail.com or speak with any of our officers. We are happy to help!

Follow Us on Social!



[@uab_pr](#)



[UAB PRCA/PRSSA](#)



[PRCA/PRSSA at UAB](#)



[PRCA/PRSSA at UAB](#)



[Visit our website here](#)