

PRCA Welcomes New Alabama Public Relations Students to Join Educational Network

TUSCALOOSA, Ala.-- On Wednesday, Sept. 6, the Public Relations Council of Alabama held a "PR Declassified" meeting in Reese Phifer Hall to introduce Public Relations students to opportunities for educational aid and community.

Led by co-vice presidents, Carsyn Smiling and Sarah Vance Harrison, "PR Declassified" introduced new PR Students to the benefits of joining PRCA and working groups inside of it, introduced current members, and instructed students on how to join.

"PRCA gives students the opportunity to create connections with professionals, to learn more about the industry that they are working towards, and to find future internships and opportunities," co-vice president Smiling said.

In these meetings, PRCA brings in "speakers from every area of PR," Harrison said, "some past speakers being from Netflix, Bumble, and a founder of a local public relations firm."

In this meeting, working groups were introduced as available resources for PR students. Under PRCA, there are working groups that provide a program for students in an internship format that meets biweekly.

Here, PRCA members introduced one of those working groups, the Beyond the Classroom program, which gives PRCA students a community outside of their classes to network, broaden their understanding of PR, and strengthen their skill sets "in writing, social media, and video production, all while creating valuable content."

PRCA and its working groups are community-focused and student-led, which the “PR Declassified” meeting leaders wanted to establish at the meeting. To engage possible new members, Smiling and Harrison created Wordle word games and other activities to encourage students to engage with their peers and to have fun. Students were quick to engage in these activities, one student guessing the Wordle answer, “media relations”, on the first try.

Students were also encouraged to take home PRCA stickers, cups, and more, and were given the chance to sign interest forms for Beyond the Classroom and other PRCA working groups.

PRCA meets monthly to listen to speakers, eat snacks, and work together as a community. PRCA and its respective working groups are open to any Public Relations student at UA.