



PRCA Mobile Presents Toolkit25

WILD WORLD OF COMMUNICATION

Where creativity roams free
and fresh ideas take flight



The Public Relations Council of Alabama (PRCA) is the state's longest-operating and largest group of public relations practitioners. The organization exists to further the professional and networking interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations.

Welcome to the Wild!

Fellow explorers, communicators and champions of the craft—welcome to our 2025 Toolkit: Wild World of Communication!

Today, we step out of the day-to-day and into the jungle—a space to reconnect, recharge and rediscover what makes our work so powerful. Whether you're swinging into sessions to sharpen your skills or pausing in the shade to gather fresh inspiration, this conference is your chance to grow, reflect and fill your toolkit with ideas that roar.

In a world that moves fast, it's vital to take time to reset—to fuel your creativity, build your community and return stronger for the teams and organizations that count on you. We hope today reminds you just how much you have to offer, and how powerful it is when communicators come together.

A heartfelt thank you to our generous sponsors and the incredible PRCA Mobile board and committee members whose energy and dedication brought this wild idea to life. We're grateful for your leadership.

Now—let's explore, connect and lead boldly.

Kerry Cohen
2025 President, PRCA Mobile Chapter
Assistant Marketing and Communications Director
University of South Alabama, College of Education and Professional studies



Wild Idea Architects

Thank you for your creativity, grit and wild ideas that brought this event to life. To our PRCA Mobile Board—your steady support helped clear the path for a conference to remember. We couldn't have done it without you!

- Co-Chairs Dena and Mack

Toolkit 2025 Committee

Dena L. Pollard - *Toolkit Co-Chair*

Khendyll Mack - *Toolkit Co-Chair*

BessMorgan Baluyut | Kerry Cohen

Anne Hadaway | Janae Hudson

Angela Levins | Jorjalyne Lofton

Courtney Steele | Joy Washington

Shellie B. Teague

Our Trail Tribe

Thank you to our sponsors and community partners. We couldn't blaze this path without you!



Community Partners

Better Business Bureau | HALO Branded Solutions | Harper Technologies
Infirmary Health | Magnolia Soap Company | Mobile County
Proxi Public Relations | Southern Cancer Center | Springhill Medical
Center | The Law Offices of Teague and McBay | The Orthopaedic Group
The Squad Boutique | Urology Associates | USA College of Education
and Professional Studies | USA Health

Toolkit Expedition Guide

7:30 A.M. - 8:00 A.M.

JUNGLE JAVA

Registration and Breakfast

8:00 A.M. - 8:15 A.M.

WELCOME TO THE WILD

Sponsor Thank You

8:15 A.M. - 9:00 A.M.

EXPEDITION I

Through the Canopy: Visual
Storytelling in the Wild

Jungle Rest Stop

9:15 A.M. - 10:00 A.M.

EXPEDITION II

Climbing Vines: Position
Yourself for Growth

Jungle Rest Stop

10:15 A.M. - 11:00 A.M.

EXPEDITION III

Al in the Wild: Navigating
Crisis with Ethical Tech

Jungle Rest Stop

MEDITATION MOMENT:

Taming the Wild Within

11:15 A.M. - 12:00 P.M.

CAMPFIRE I

Bridging the Gap: Be the
Unicorn in the Jungle

12:00 P.M. - 1:00 P.M.

LUNCH &

CHAT EXPEDITION

Taming the Wild Within

Jungle Rest Stop

1:15 P.M. - 2:00 P.M.

CAMPFIRE II

From Campfire to Command Post:
Winning a Seat at the Table

2:00 P.M.

THE LAST ROAR: WRAP-UP

Keep your badge close—prizes
are on the prowl!

NexGen Toolkit Guide

11:00 A.M. - 12:00 P.M.

NEXGEN CAMPFIRE I

Stepping Into the Wild – Mapping
Your PR Journey

12:00 P.M. - 1:00 P.M.

LUNCH AND CHAT EXPEDITION

Taming the Wild Within

Jungle Rest Stop

1:15 P.M. - 2:00 P.M.

CAMPFIRE II

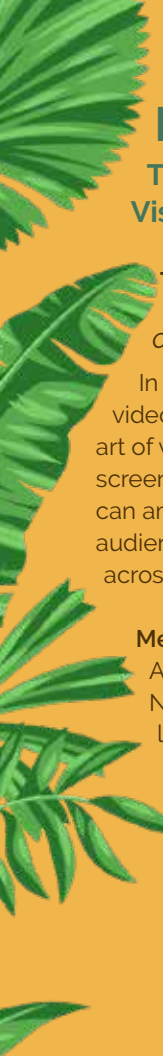
Winning a Seat at the Table

2:00 P.M.

THE LAST ROAR: WRAP-UP

Keep your badge close—prizes
are on the prowl!





Expedition I

Through the Canopy: Visual Storytelling in the Wild

Trailblazer: D'Ambro Chatman

*Creative Content Manager,
City of Mobile and 3130 Media*

In the wild world of communication, video is your sharpest tool. Explore the art of visual storytelling—from strategy to screen—and learn how powerful imagery can amplify your message, engage your audience and elevate your brand across platforms.

Meet Trailblazer D'Ambro Chatman

A Mobile-based creative and former NBC15 photojournalist, D'Ambro now leads visual storytelling for the City of Mobile and co-owns 3130 Media. From city campaigns to faith-based films, his work blends purpose, passion and powerful imagery.

My Jungle Jots:

A tool or tip I want to try:

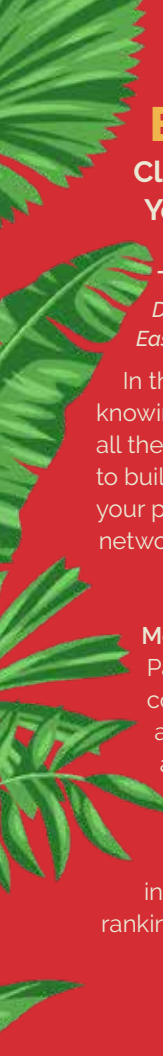
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Wild idea to
explore later:



Expedition II

Climbing Vines: Position Yourself for Growth

Trailblazer: Cam Jackson

*Director of Membership and Engagement,
Eastern Shore Chamber of Commerce*

In the thick of your professional jungle, knowing how—and where—to grow makes all the difference. This session explores how to build intentional connections, strengthen your personal brand and navigate networking with authenticity and purpose.

Meet Trailblazer Cam Jackson

Passionate about competition, connection and community, he's an active 251 advocate. Cam serves as Director of Membership and Engagement at the Eastern Shore Chamber and since 2021, he's added over 600 members, driven \$1 million in sales and earned a national #1 ranking from ACCE.

My Jungle Jots:

A tool or tip I want to try:

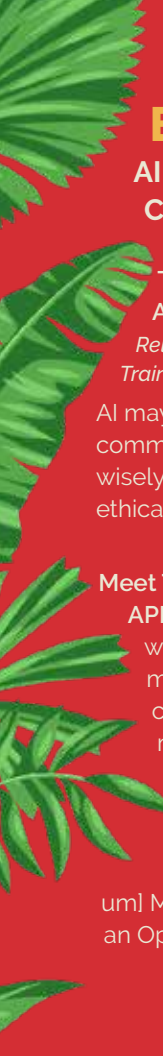
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**Wild idea to
explore later:**



Expedition III

AI in the Wild: Navigating Crisis with Ethical Tech

Trailblazer: Dr. Michelle Johnson,
*APR+M Crisis Prediction Scholar & Public
Relations Educator, MXEM [max-um] Media
Training and Consulting*

AI may be the newest trailblazer in our communications toolkit, but using it wisely—especially during a crisis—requires ethical grounding and smart application.

Meet Trailblazer Dr. Michelle Johnson,
APR+M Michelle is a U.S. Army veteran with more than 20 years of active-duty military service in the public affairs career field and has led complex multi-agency communication campaigns, including the 75th Anniversary of D-Day in Normandy, France. Michelle also runs a media training consultancy, MXEM [max-um] Media Training and Consulting and is an Operation Iraqi Freedom II veteran.

My Jungle Jots:

A tool or tip I want to try:

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Wild idea to
explore later:

About PRCA

The Public Relations Council of Alabama (PRCA) is the state's premier network for communications professionals—committed to promoting ethical practice, developing talent, building community and advocating for our profession through service and leadership.

Mobile Chapter

PRCA Mobile connects public relations, marketing, communications and media professionals across the region. Our members represent a wide range of industries—from nonprofits and corporate teams to government agencies and freelance consultants.

What We Offer

Networking: Monthly luncheons, workshops and statewide conferences help members connect, grow and stay inspired.

Professional Development: We host dynamic speakers, local and state workshops, and annual conferences designed to support communicators at every stage of their careers.

Recognition: Outstanding work is honored through Medallion Awards (state) and Lantern Awards (regional).

Leadership: Members can serve locally or at the state level—developing new skills while giving back to the profession.

Ethics & Accreditation: Members commit to a shared Code of Ethics and have access to the Accreditation in Public Relations (APR).

Upcoming Meetings

Thurs., July 24, 2025 | 11:30 a.m. - 1:00 p.m.
Content That Works – Re-purposing for
Maximum Impact | Innovation Portal

Thurs., August 28, 2025 | 11:30 a.m. -
1:00 p.m. | AI & PR: The Future of Ethics
and Innovation Panel | Bishop State

Thurs., September 25, 2025 | 11:30 a.m. -
1:00 p.m. | "What I Wish I Knew" Panel

Thurs., October 23, 2025 | 8:00 a.m. -
9:00 a.m. | Crisis Communication in
the Digital Age

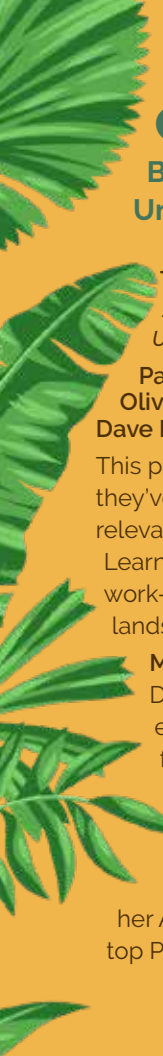
Thurs., November 20, 2025 | 11:30 a.m. -
1:00 p.m. | PR Trends for 2026: A Look Into
the Future | Goodwill Gulf Coast

Thurs., December 11, 2025
Holiday Social | Location TBD



Meeting information and
registration can be found
on prcamobile.com.





Campfire Chat I

Bridging the Gap - Be the Unicorn in the Jungle

Trailblazer: Dr. Jennifer Zoghby, APR
*Assistant Professor of Management
USA - Mitchell College of Business*

Panelists: Keeshia Davis, April Douglas
Olivia Garrett, Ashley Raines and
Dave Rogers

This panel of seasoned pros shares how they've adapted, up-skilled and stayed relevant as roles shift and tools evolve.

Learn what it takes to grow with your work—and thrive in our fast-changing landscape.

Meet Trailblazer Jennifer Zoghby.

Dr. Jennifer Zoghby researches entrepreneurship and leads training for local entrepreneurs and health care executives. A former award-winning journalist and longtime communications leader for South Alabama and USA Health, she earned her APR in 2015 and was named Alabama's top PR practitioner in 2019.

My Jungle Jots:

A tool or tip I want to try:

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Wild idea to
explore later:

Meet our Panelists for Campfire Chat I

Meet Trailblazer Kesshia Davis, the Communications Lead for Outokumpu's Americas business area, manages internal and external communications across the U.S. and Mexico. With a background in journalism and energy, she brings 25+ years of experience in marketing, media and public affairs. In 2024, Kesshia was named one of Alabama's Women Who Shape the State.

Meet Trailblazer April Douglas, an award-winning public relations professional and former broadcast journalist with a passion for mental health advocacy. As Director of Public Relations at AltaPointe Health, she leads strategic communications, media relations, and community outreach initiatives. April is dedicated to promoting whole-person care and mental wellness through compelling storytelling and public education.

Meet Trailblazer Olivia Garrett, the Marketing and Public Relations Manager at Bellingrath Gardens & Home, where she leads strategic communications, branding, and community engagement for one of Alabama's most iconic destinations. Drawing on over 20 years of experience, including owning a fitness business and working in marketing and advertising, Olivia brings a dynamic, hands-on approach to storytelling and audience connection.

Meet Trailblazer Ashley Rains, the Senior PR & Communications Manager at Visit Mobile. Since joining in 2023, she has passionately promoted her hometown, known for its eclectic and emboldened spirit. Ashley is involved in local traditions, particularly Joe Cain Day, and enjoys sharing Mobile's vibrant culture through her work. She is also active in the community, serving on the board of MoonPie Over Mobile and participating in the PRCA's Chapter Communications Committee.

Meet Trailblazer Dave Rogers, the Director of Marketing and Communications at Infirmary Health. Dave bringing more than 14 years of experience leading teams and producing award-winning content. He previously served as Director of Marketing and Brand Strategy for the Reese's Senior Bowl and led external communications for the University of Florida football program. Dave holds a degree in Communication from the University of Utah.





Lunch and Chat

Refuel and Taming the Wild Within

Trailblazer: Courtney Nall-McCulley,
Counselor, MA, LPC

Enjoy a catered lunch deep in the heart of the communication jungle—while gaining practical tools to manage stress, find balance and boost your mental wellness on the trek of professional life.

Meet Trailblazer Courtney Nall-McCulley

Driven by a passion for helping others grow, Nall-McCulley creates a safe, supportive space where her clients can explore purpose, strengthen relationships, and build healthier habits. With an empathetic and genuine approach, she empowers individuals to identify their strengths, navigate life's challenges, and cultivate lasting, meaningful change.

My Jungle Jots:

A tool or tip I want to try:

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explore later:

Follow PRCA Mobile on Social Media



Follow us today and be
part of the conversation!
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f Facebook @PRCAMobile

@ Instagram @PRCA_MobileAL

in LinkedIn @PRCA Mobile

Exclusive to Members

Access to a private **PRCA Mobile Facebook** group featuring job posting, member news, resource sharing and a space to ask questions and collaborate with peers.

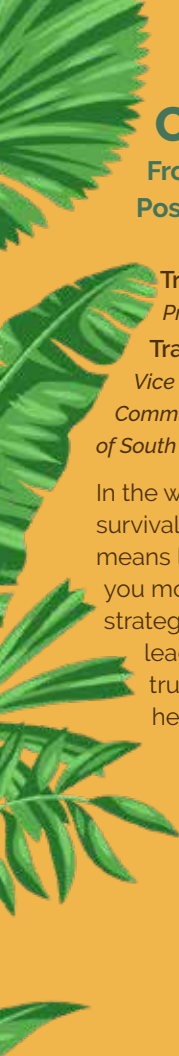


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Campfire Chat II

From Campfire to Command
Post: Winning a Seat at the Table

Trailblazer: Jennifer Jenkins, APR
President | JJPR Agency

Trailblazer: Jim Berscheidt,
*Vice President for Marketing and
Communications at the University
of South Alabama.*

In the wild world of communication, survival means more than reacting—it means leading. This session helps you move from the sidelines to the strategy circle, earning your place at the leadership table. Learn how to build trust, show your value and lead the herd—before the storm rolls in.

My Jungle Jots:

A tool or tip I want to try:

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Wild idea to
explore later:

Meet Trailblazer Jennifer Jenkins, APR, The founder and president of JJPR Agency, a full-service public relations and marketing firm based in Daphne, Alabama. With over 25 years of experience, she specializes in strategic communications, branding, and event planning. Under her leadership, JJPR has earned numerous accolades, including being ranked among the top three PR firms in Alabama by Business Alabama in 2025.

Meet Trailblazer Jim Berscheidt, Vice President for Marketing and Communications at the University of South Alabama. With a background in higher education communications and broadcast journalism, he brings extensive leadership experience from multiple universities. He has been honored with industry awards, including the American Marketing Association Marketer of the Year honor in Omaha, Nebraska, in 2019. Highlights of his career include reporting from the White House lawn and organizing an event with former secretaries of state Madeleine Albright and General Colin Powell when they visited Creighton. Jim holds degrees in journalism and communication management and is active in professional marketing and PR organizations.



PRCA
MOBILE

Public Relations Council of Alabama
2026 ANNUAL STATE CONFERENCE
is coming to
MOBILE, AL!

We Need
Planning Committee Members
Conference Speakers Suggestions | Topics Ideas
Vendor Opportunities | Community and Sponsors Partnerships

Scan the QR Code
Share your ideas and help
make this conference a
TIME TO CELEBRATE!





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