

Lori M. Quiller, APR

accreditation achieved in 2011



"For me, Accreditation is the natural progression of my professional identity. But it was the journey along the way that made me realize just how precious achieving this milestone really is.

I knew going in to the process that it would not be an easy path, and I didn't want it to be. I did not major in public relations in college, but I've worked in this field for a long time. Until I made the decision to broaden my horizons, I had no idea how much I was truly missing!"



Readiness Review Case

National County Government Month

For the Association of
County Commissioners of Alabama

Research: Survey of county commissioners who do not have public information officers

Objective: Seek participation in National County Government Month by more Alabama counties over the prior year.

Planning/Implementation:

- Produce an information packet for county commissions to include a generic Resolution, press release, and activity ideas.
- Publish an article in *County Commissioner* magazine to encourage participation.
- Create *TIPSTER*, a weekly e-newsletter for 6 weeks prior to County Government Month to share program ideas.
- Request a Proclamation by the Governor.

Evaluation:

We experienced a 111% increase over the prior year with 38 counties notifying the Association of their local participation.

