

ALMA HAS THE GOLDEN TOUCH

Alma Feely talks to The Voice Magazine about her love of life in Kilkenny and what it's like to work in public relations

ALMA Feely is a well known name around Kilkenny, largely due to the runaway success of her business, Midas PR. Many of us associate the world of PR with glitz and glamour ala Samantha Jones of *Sex and the City* fame, but the harsh reality of life within those circles is very different. I met up with Alma to chat about her love of Kilkenny, and her circuitous route back to the city that holds a special place in her affections.

"I'm from Newpark Drive", she says as we settle down in the opulent surroundings of Hotel Kilkenny. "Neither of my parents are from Kilkenny - my dad's from Roscommon and my mother is from Kildare town. My father worked for the Office of Public Works for National Monuments, so he was sent down to Kilkenny originally to restore Rothe House and to set up the OPW In Kilkenny. That was back in the sixties. My parents got married and settled in Kilkenny, so I'm born, bred and reared here. I've always loved Kilkenny - I don't know whether that's because it's a beautiful place to live or because my father was

involved with all the heritage buildings and historical identity of Kilkenny, but I always had a real pull for the place. I went to St. John's God primary school and Loreto secondary school. Then I went off to college and studied English and history in UCG. After that I did masters in public relations in DIT."

Alma was initially unsure as to where her career loyalties lay, but in the end she plumped for PR.

"I was torn between doing journalism or public relations because I love writing - I love the writing part of PR and I love media," she comments. "I grew up in a house where politics were always discussed and everything was for the news. We had to be quiet during *Tonight!* There were always lots of newspapers bought and read and discussed so I grew up very interested in current affairs and writing. My father is brilliant with words and he wrote wonderful poetry, so I grew up enjoying writing. My mother is an avid reader too."

She continues: "The reason I chose public relations was I enjoy the extra element that comes into PR which is creating what's go-

