

**February 2008**

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**All PRAM members are welcome to submit news to ImPRessions. Please e-mail Charmaine Williams ([charmaine.williams@usm.edu](mailto:charmaine.williams@usm.edu)) two weeks prior to any meeting.**

## Go Red for Women to Present at February 11 Meeting

In celebration of February, the month of love and the heart, we are delighted to welcome the American Heart Association and its "Go Red for Women" campaign. Heart disease is the number one killer of women! Cardiovascular disease, including



heart disease, claims nearly 500,000 each year - about one death per minute.

The American Heart Association's annual month-long "Go Red for Women" movement raises awareness of these startling statistics. Nationwide thousands of individuals, including employees at more than 4,500 companies plus local and national celebrities, will wear red to join the fight against heart disease.

Let's everyone show our support February 11th by wearing our red attire!

## PRAM Issues Call for Entries for PRism Awards

The harvest is about to begin. It's time to gather your freshest products from the past year and enter the 2008 PRism Awards. Your work from January 1, 2007 through December 31, 2007 is eligible for the competition. The deadline for entry submissions is 5 p.m., Friday, February 29, 2008.

Like SPRF, PRAM has moved to an online entry system for the awards program. To enter, or to learn how to enter, visit [www.pramprisms.org](http://www.pramprisms.org). The tutorial posted on the Web site gives step-by-step instructions on how to enter. Please remember to put as much information as possible when completing your online submission. The more information the judges have, the more effectively they can judge the quality of the entry, from the public relations process to final product and results. There is still a

binder component to the submission, so please be prepared to submit that also.

The cost for each entry is \$45 per entry for one or two entries and \$40 per entry if you enter three or more. You have the option of paying with a credit card through PayPal or mailing a check to the State PRAM Treasurer, Keith Guillot. His contact information is posted on the Web site.

For more information on the PRism Awards, contact Caron Blanton, APR, Vice-President—Awards, 601-359-3706 or [pramprisms@gmail.com](mailto:pramprisms@gmail.com).

You work hard. You deserve recognition. Visit [www.pramprisms.org](http://www.pramprisms.org) and enter today!

## Next PRAM Meeting

12 noon on Monday, February 11  
Sunset Room,  
Great Southern Club  
(15th floor, One Hancock Plaza,  
downtown Gulfport)

# President's Letter

Dear PRAM MS Beach,

Our January meeting was a great start to the year. We learned about Coast Coliseum's exciting expansion plans and officially installed our 2008 board members. Plus, our new name badges made meeting and greeting that much easier.

We also conducted our first Lucky Bucks raffle, and I'd like to extend a special thanks to all who bought raffle tickets. Thanks to their support, we raised \$50 to help fund bigger and better scholarships

for PR students. Congratulations to PRAM member Claire Dugger, from the Harrison County Development Commission, who won the raffle.



And, we have even more in store for you at our Feb. 11 meeting – who knows what you could walk away with this month? In addition to the program, we'll honor a couple of members for their efforts to continue their PR education. We want to make PRAM a meeting you won't dare miss – the benefits of attending are just too great.

And if you're toying with the idea of entering your work in the PRism Awards, you'll want to stay after the meeting adjourns. Several members whose work was honored in the Lantern Awards program last fall, (which used a similar online entry form and judging process) will be on hand to share their insight into preparing your entries and hopefully bringing home your own awards. The deadline for entries is Feb. 29, and the awards will be announced at the state conference in Hattiesburg April 18. Remember, only PRAM members can enter the PRism Awards – your dues have to be paid for 2008 or your entry will be disqualified.

I'm also pleased to announce that Tulane University will co-sponsor our Lunch 'n Learn seminar series this year. Its campus gives us a centrally located place with plenty of parking to hold the seminars. Our own Kim Campbell, APR, teaches at Tulane and helped convince them to support our efforts to offer more programming options to you. I hope you'll come to the first one on Feb. 22 when we learn more about how the new generation communicates. It's painful for me to admit, but I'm no longer one of the youngsters. Just ask my knees.

Yours in PRAM,  
Kristie Aylett, APR

## What Makes Nexters Tick? Find Out Feb. 22 at Lunch 'n Learn Seminar

How can you communicate with employees and customers who are plugged into iPods and cell phones? How do you leverage their relationship with buddy lists and Facebook blogs? The new generation, or "Nexters" as some call them, bring with them values, behavior and communication preferences that challenge traditional communication methods and assumptions.

You can find out what makes Nexters tick and how to tap into this growing market by bringing your lunch and attending PRAM's first Lunch 'n Learn online seminar, "Connecting with Nexters." The presenter will be Diane Gayeski, Ph.D., associate dean and professor, Ithaca College, CEO, Gayeski Analytics.

We'll meet from 11:30 a.m. to 1:30 p.m. on Friday, Feb. 22, starting the seminar at noon. We'll have some time before and after for networking and discussion.

## Brautigam Becomes Accredited

Kurt Brautigam, distinguished lecturer in public relations and associate director of The University of Southern Mississippi School of Mass Communication and Journalism, has earned his Accreditation in Public Relations. In Mississippi, there are approximately 30 APRs, including eight in the Mississippi Beach chapter.

The APR process, administered nationally by the Universal Accreditation Board, recognizes public relations professionals who demonstrate their commitment to the profession and to its ethical practice.

"Kurt served as president of our chapter in 2006, and he continues to play a leadership role in the profession," said Kristie Aylett, APR, PRAM chapter president. "This achievement signifies his dedication to the public relations profession, his focus on professional

## Keep Your PRAM Membership Current

Dues invoices for 2008 have been distributed via email. If you have not received yours, please request one as soon as possible from Secretary/Treasurer Hannah Bell. She'll have some available at the meeting on Feb. 11 too.

Dues for 2008 are \$60, and you must be a member in good standing to receive member benefits, such as being eligible to enter the PRism Awards, paying the member rate for the PRAM and SPRF conferences and attending the Lunch 'n Learn seminars at no cost.

This is the first of a series of online seminars that we'll offer throughout the year as part of an effort to provide more professional development to PRAM members.

Tulane University's School of Continuing Studies has signed on to co-sponsor the series this year, and all sessions will be held in a classroom at its Biloxi campus, located near the JCPenney store in Edgewater Mall. Parking is free and plentiful, and you can even pick up something to eat at the mall's food court.

Attendance is free for PRAM members and Tulane students, with a minimal fee of \$5.00 for non-members.

Upcoming sessions are still being scheduled, and topics include:

- The Importance of Protecting Your Brand
- Managing and Motivating People to Succeed
- Building Trust During a Media Maelstrom

development and commitment to communicating effectively."

Brautigam, who earned bachelor's and master's degrees in communications at Southern Miss, also is principal of KRB Communications, a public relations consulting business. He previously served as manager of external communication for Mississippi Power and has overseen public, media and community relations activities for several other companies and civic organizations in south Mississippi.

If you are interested in obtaining your APR, contact Susan Perkins, APR, chapter accreditation chair, or Kim Campbell, APR, regional APR coordinator for south Mississippi. Check out [www.praccreditation.org](http://www.praccreditation.org) for details about the process, including an example of the computer-based exam.

Lapsed members will soon be deleted from the PRAM and SPRF member rosters so please send your dues in soon.

We're also continuing to offer members the option of paying for all your meeting fees at one time. If you pay your dues at or before the Feb. 11 meeting, you still have the opportunity to save \$2 per meeting and pay \$15 each for 11 meetings, instead of the Great Southern Club's buffet price of \$17 each month. If you wait until March, the discount disappears.