

May 2008

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PRAM Mississippi Beach Welcomes Matt Martin to May 12 Meeting

Matt Martin, owner and creative director of MightyPenguin Design in Hattiesburg, is the guest speaker for our meeting on May 12. MightyPenguin Design serves clients throughout the Southeast with odd, but highly functional, creative solutions for advertising and public relations.



and your potential to access impossibilities, are easy. It just takes a few toys and the ability to shake off infantile labels such as *juvenile* and *silly*."

Martin received a bachelor of arts in English from Marist College in Poughkeepsie, NY, a master of arts in creative writing from the University of Southern Mississippi and numerous regional and national awards for advertising and public relations including Lanterns, ADDYs, Maggies and a Golden Cell Phone.

Imagination and creativity will be the focus of Martin's presentation at the chapter meeting. An excerpt from Martin's presentation states, "The methods are small, but unlocking your inner child

Please join us at 12 noon on Monday, May 12, to hear our guest speaker talk to us about MightyPenguin's creativity and imagination behind advertising and public relations.

PRAM Social at Lookout 49

Please join us for our membership/new member recruitment social on Thursday, May 15, at Lookout 49 in Orange Grove from 5:30 until 7:30 p.m. We'll have great food, networking and door-prizes. This is your opportunity to bring a guest and show them all of the many benefits that our organization has to offer. We hope to see you then!

Next PRAM Meeting

12 noon
Monday, May 12
Sunset Room,
Great Southern Club
(15th floor, Hancock Plaza,
Downtown Gulfport)

President's Letter

Dear PRAM members,

There was hooping and hollering in Hattiesburg a couple of weeks ago, and I have to admit I did a good share of it. Members of our chapter brought home 17 awards at the PRISM banquet, including PRISMs for Kevin Drum and Keith Guillot.

Then, Kurt Brautigam, APR, our nominee for the state Professional Achievement Award, took home PRAM's top individual honor and will now represent Mississippi for the SPRF Professional Achievement Award. Kurt and Susan Perkins, APR, were also lauded for earning their accreditation since the past PRAM conference.

And then there were the door prizes. Kim Campbell, APR, won a four gig flash drive, while others won certificates for Marble Slab ice cream, Domino's Pizza for a Year and more. I know I'll enjoy my four tickets to a Southern Miss football game this fall.

The conference itself offered great professional development sessions and allowed plenty of time for networking with colleagues from around the state.

Jealous? Then, enter your work in the Lanterns awards program, register for the SPRF conference and start studying for your APR. I want to cheer for you next.

In addition to our chapter meeting May 12, we're having a membership social this month. Stop by Lookout 49 after work on Thursday, May 15, and spend some quality time with your fellow PRAM members. I hope you also invite some potential members to the party. You might even take home a great door prize. I'll definitely cheer when you do.

Yours in PRAM,
Kristie Aylett, APR



Congratulations to Kurt!

Congratulations to Kurt Brautigam, APR, for being honored with PRAM's Professional Achievement Award during the organization's statewide conference April 18. Kurt is a member and past president of the PRAM Mississippi Beach chapter and received the chapter's 2007 Rex Kelly Professional Achievement Award.

Now a resident of Hattiesburg, Kurt recently began working with South Mississippi Electric Power Association. Prior to joining SMEPA, he was on the faculty at The University of Southern Mississippi and served as external communication manager and corporate spokesman for Mississippi Power.

With more than 20 years of

experience in communications, Kurt has a career path that has covered work in radio, media relations, public relations, community relations, employee relations, advertising, customer research, and television and radio production.

The award is given annually to a public relations practitioner and PRAM member whose accomplishments have made a major contribution to the profession. It is PRAM's top honor and recognizes excellence in the field of public relations. Recipients embody the highest degree of professionalism, serve their communities, are committed to advancing the profession and have outstanding achievements in the practice of public relations.



Ron Barnes, left, and Kristie Aylett, APR, right, congratulate Kurt Brautigam, APR, for receiving PRAM's Professional Achievement Award.

Community Service Projects

We are still collecting any old, unused cell phones. Bring your old cell phones (without the chargers) to our May PRAM meeting and drop them in the cell phone donation box on the front table.

In May and June, we will be collecting clothing to be donated to Goodwill Industries to help the Gulf Coast Women's Center for Nonviolence. We will supply you with plastic bags and a list of Goodwill donation center locations at our next two meetings, and ask that over the next

two months, you bring clothing to a Goodwill center near you to donate on behalf of the women's center. By simply mentioning the Gulf Coast Women's Center for Nonviolence when you make your Goodwill donation, you will be providing a voucher to a woman at the center so she can select and buy clothing for herself and her children.

If you have any questions about this or other upcoming service projects, please e-mail Lauren Thompson at Lauren.Thompson@dmr.ms.gov.

Chapter Members Honored at PRAM Awards Banquet

Several MS Beach chapter members were among public relations practitioners from across the state honored for outstanding work during the PRAM annual PRISM Awards Banquet, held recently in Hattiesburg in conjunction with the State PRAM Conference. Awards, including Certificates of Merit, Awards of Excellence and PRISM Awards, were given in 25 categories.

The PRISM awards began in 2003 as a way to honor and recognize outstanding work in the field of public relations by professionals within the state of Mississippi. The awards are judged by professionals outside the geographical boundaries of the Southern Public Relations Federation – Mississippi, Alabama, Florida, and Louisiana.

Local award recipients include:

PRISM

MS Gulf Coast Golf Association
2007 Official Golf Package Guide & 2007 Golf Trail Guide

Guild Hardy Architects PA
Photo of Guild Hardy Architects' Office

Award of Excellence

The KARD Group
TCC's Mobile Go Center

Southern Miss Gulf Coast
Tourism Management Students Tour Hard Rock Hotel and Casino

Coast Electric Power Association
Member Satisfaction Survey

Coast Electric Power Association
Co-op Connections Program

Southern Miss Gulf Coast
Quilt Project Raises Money for Hancock County Libraries

Coast Electric Power Association
Hotlines

Certificate of Merit

MS Gulf Coast Golf Association
2007 Golf Package Guide & 2007 Golf Trail Guide

Southern Miss Gulf Coast
Marine Science New Bachelor's Degree

Southern Miss Gulf Coast
The Katrina Kollection

Southern Miss Gulf Coast
Naming the Research Vessel

Southern Miss Gulf Coast
Mississippi Governor Candidates Debate

Guild Hardy Architects PA
Guild Hardy Architects: Employee Benefits Brochure

City of Biloxi
biloxi.ms.us, the official web site of the City of Biloxi

Coast Electric Power Association
Annual Meeting Program

Lantern Entries Due May 23

You've worked hard this past year, and you should get some recognition for it. Take matters into your own hands and enter your best projects in this year's Lantern Awards program.

The required entry materials and information about the awards program can be found online at

sprflanterns.org.

Entries must have been produced between May 1, 2007, and April 30, 2008. Entry binders with project profile sheets and support materials must be received (not postmarked) by May 23. Fees are \$55 per entry, and \$50 per entry if submitting four or more entries.

SPRF Conference

*THE PR CIRCUS—
MAKING SENSE OF IT*

Do you juggle tasks, balance priorities and walk an ethical tightrope? Here's your chance to run away with the circus!

The Emerald Coast Public Relations Organization sponsors the 2008 Southern Public Relations Federation Conference July 27-29 in Sandestin, Fla. Registration is \$275 for three days of incredible speakers, death-defying feats of PR excellence and the information you need to make sense of the PR Circus!

Make your reservations now at www.sandestin.com or by calling the resort at 800-320-8115. Use our group's discount code of 21T6BW for a special rate of \$159 nightly. SPRF Conference attendee rooms are located at the Bayside Inn at the Sandestin Golf and Beach Resort. Summer's hot at Sandestin, so bring your friends and family and make a week of it at Northwest Florida's premiere resort!

For more information on the conference, see the ECPRO website at www.emeraldcoastpr.org, or the SPRF website at www.sprf.org.

"THE PR CIRCUS – MAKING SENSE OF IT"

2008 SPRF Conference
July 27 - 29
Sandestin, Fla.

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