

PRAM

MISSISSIPPI BEACH

—Established 1993—

prambeach.org

ImPRessions

February 2010

Mississippi Beach Chapter
Public Relations Association of Mississippi

2010 PRAM

MS Beach Officers

Hannah Bell, President,
hannah.bell@unitedway.org
(United Way of South MS)

Keith Guillot, Vice President,
kguillot@eleyguildhardy.com
(Eley Guild Hardy Architects PA)

Raemona Seeman, Secretary,
rseemann@redcross-msgc.org
(Red Cross - Mississippi Gulf Coast)

Sonja Gillis, Treasurer,
sonjag@rpmpizza.com
(RPM Pizza, LLC)

Charmaine Schmermund,
Membership Chair,
charmaine.williams@usm.edu
(Southern Miss Gulf Coast)

Kathryn Satcher, Publicity Chair,
ksatcher@brunoeventteam.com
(Mississippi Gulf Resort Classic)

April Lollar, APR, Community Service,
aprillollar@coastepa.com
(Coast Electric Power Association)

Raemona Seeman, Scholarships/Awards,
rseemann@redcross-msgc.org
(Red Cross - Mississippi Gulf Coast)

Melissa Bryant,
Immediate Past President,
melissabryant@coastepa.com
(Coast Electric Power Association)

Andrea Thompson,
Website & Newsletter,
aphompson@gmail.com
(Page Marketing & Bay St. Louis Little Theatre)

TBA, Accreditation Chair

FEBRUARY SPEAKER:

Ryan LaFontaine
Public Information Officer
City of Gulfport

PRism Awards Submission Deadline Fast Approaching

It's that time again to show off your PR smarts, styles, and skills!

What are the PRism Awards? The PRism Awards began in 2003 as a way to honor and recognize exemplary work in the field of public relations specifically for professionals within the state of Mississippi. Public relations professionals outside of the Southern Public Relations Federation region (Florida, Alabama, Mississippi, and Louisiana) judge the PRism entries. The highest award honor goes to the PRism Award winners followed by Awards of Excellence and Certificates of Achievement. A Best of Show is awarded as well as a Judge's Choice Award. Students may also enter the awards program.

What are the qualifications to enter the PRism Awards Program? You must be an active member of PRAM to qualify for the PRism Awards Program. Be sure your membership is up to date with your local chapter. Your entries must have appeared

(published, printed, presented, etc.) between January 1, 2009 and December 31, 2009.

Entry fees are \$45 for each entry and \$40 each for three or more. Student entry fees are \$20 for each entry. Make checks payable to PRAM PRism Awards. Entry fees will not be billed or refunded. All entries received without accompanying fees will be ineligible for judging.

Entries MUST be physically received by Meagan Coughlin by February 25 by 5 p.m.

To get started, visit
<http://www.pramprisms.org>

Please contact Meagan Coughlin at pramprisms@gmail.com or 662.327.0807 with any questions.

The awards will be given at the PRAM State Conference taking place on April 8 & 9 at the Natchez Eola Hotel in Natchez, Miss.

President's Letter

Hello PRAM members,

It is very exciting for me to write to you as the 2010 president of our chapter! I have gotten to know many of you both personally and professionally over the past 5 years since moving to the Gulf Coast. PRAM has introduced me to the best PR professionals in our area, and I found it to be an easy transition from the Pine Belt Chapter in Hattiesburg.

Our sights are set high this year, as always. As a board, we would like to continue to provide learning opportunities through insightful monthly speakers, lunch and learn topics that are relevant to you and your work, another great fall seminar, a membership social, and so on.

The Mississippi Beach Chapter is strong, and we want to continue to thrive. As we enter a new decade, let us all share the benefits of PRAM membership with co-workers in the public relations field. The variety of benefits that PRAM provides varies from statewide networking at our annual seminar to achievement awards and recognition for your PR work. I invite you to visit our chapter website, the state website, and the SPRF website to refresh your memory on all that PRAM has to offer!

I look forward to seeing you all soon,

Hannah Bell

INTERNSHIP – Social Media Planner

If you've got a passion for social media, an interest in organizing big projects and strong writing skills, you could be the Social Media Planner intern for the Mississippi Gulf Resort Classic, a PGA TOUR Champions Tour event on the Gulf Coast.

You'll need to be fast, flexible and accurate as you manage everything from the tournament website, the tournament Facebook page and Twitter feeds. If you or someone you know is interested in the position, please contact Kathryn Satcher at ksatcher@brunoeventteam.com.

February Community Service Projects

We are kicking off our 2010 community service projects this month with two opportunities to donate to good causes.

Red Cross – Utility Bill Assistance

January's unusually cold weather has left many coast residents struggling to pay high power bills this month. There are several assistance agencies in our area but these tough economic times mean fewer donations are coming in to help those in need. We are accepting monetary donations to the Red Cross that will be designated to help consumers in Harrison and Hancock counties pay their electric bills. Even a little helps so

please consider helping one of your neighbors in need. Your spare change can make a world of difference.

Hancock County Library System Book Drive

It's time to de-clutter and donate all of those dusty books that have been sitting on your shelf for years. Bring us your old books and we will donate them to the Hancock County Library System. Books that are in excellent condition may be added to the library's collection but most will be used in a sale to raise funds for the Pearlinton Library.

2010 Annual Membership Dues - February 8th Deadline

You can choose to pay only your chapter dues of \$70 or you may choose to receive a discounted lunch price by paying for the entire year of lunch meetings when you pay your dues. The regular rate of lunch meetings is \$17.

The one-time offer of \$15 per meal is available only until February 8th. Many members find the discount lunch option convenient because they simply sign in at monthly meetings.