

March 2008

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Rebecca Powers is Guest Speaker for March 10 Meeting

Rebecca Powers, co-anchor of the 6 p.m. and 10 p.m. newscasts at South Mississippi's own WLOX-TV, will share her thoughts on public relations and the media with PRAM members at the monthly chapter meeting on March 10.

A 12-year veteran of TV news, Powers began her WLOX career as a producer, eventually becoming a reporter and an anchor.

When she's not reporting or anchoring The News for South Mississippi, she spends time with her family and friends in New Orleans. She can also be found strumming her guitars, writing songs or spending time with her dog and cat. A passionate Beatles fan, she

occasionally plays in a rock band around town. She has even released an album of her music. Rebecca is married and had a beautiful baby girl in September 2007.

Come have lunch with one of south Mississippi's most recognizable women and gain some insight into the inner workings of WLOX.

The Mississippi Beach chapter of PRAM meets at noon, Monday, March 10, at the Great Southern Club in downtown Gulfport.



2008 Lunch 'n Learn Schedule

PRAM will hold six more Lunch 'n Learn teleseminars this year, offering several opportunities for free and convenient professional development to PRAM members.

All sessions will be held from 11:30 a.m. to 1:30 p.m. on Fridays, at the Edgewater Mall campus of Tulane University's School of Continuing Studies, which is co-sponsoring the series.

The next seminar, "The Importance of Protecting Your Brand," will be held March 28. Teresa Rivera, APR, branding & awareness manager with the U.S. Department of the Interior, will provide practical tips and tools that you can immediately use to protect your brand.

Sessions for the remainder of 2008:

- May 2 – New Media, New Metrics: How to Survive in the New Consumer-Driven Media World
- June 27 – Building Leadership Style
- August 15 – From Surviving to Thriving: Restoring Your Brand and Reputation in a Media-Centric World
- September 26 – ROI and Proof-of-Performance Metrics That Demonstrate Success
- November 21 – Social and Cause Marketing: Creating Value, Building Relationships

Attendance is free for PRAM members and Tulane students, with a minimal fee of \$5 for non-members.

Bloom This Spring: Earn Your APR!

Spring is just around the corner and what better time to blossom as an Accredited in Public Relations (APR) professional!

The first step in seeking Accreditation is to apply for eligibility through the Universal Accreditation Board. (Application can be downloaded at <http://www.praccreditation.org/becomeAPR/index.html>.)

It is recommended that a candidate have at least five years experience

in the full-time practice or teaching of public relations and have earned a bachelor's degree in a communication-specific field or have equivalent work experience.

Your Accreditation Chair is an excellent resource for guiding you through the process. Contact Susan Perkins, APR, at (228) 523-4124 or e-mail susan.perkins@dmr.ms.gov. Don't forget to pick up your APR Candidate Checklist at the next PRAM meeting on March 10.

Next PRAM Meeting

12 noon
Monday, March 10
Sunset Room,
Great Southern Club
(15th floor,
One Hancock Plaza,
downtown Gulfport)

President's Letter

Dear PRAM MS Beach,

The fresh colors of spring are visible everywhere these days – from the red robins hanging out in my yard to the promising pink blossoms about to burst forth from my azaleas. Even my white shoes and pastel skirts are hoping to soon see the light of day.

If you missed our February meeting, you missed more than just another interesting program. Tracy Heggins from Mississippi Power was the winner of our Lucky Bucks



raffle, which raised \$27 to support chapter scholarships. Thanks to Elaine Stevens and Lynn Rush from The IP Casino Resort and Spa, we were able to give away door prizes as a surprise to attendees. They donated certificates to the buffet and dinner for two at Carnivale de Brasil, which were won by Jane Byrne, Lauren Thompson, Jim Collins and Leah Snyder. Anyone who attends the meeting is eligible to win. We'll give away more great door prizes every so often throughout the year as an extra incentive for attending our meetings.

We also made a surprise presentation to Kurt Brautigam, APR, during the meeting. After we presented him with his official APR lapel pin, we announced that Kurt is the recipient of the 2007 Rex Kelly Professional Achievement Award, our chapter's highest award. Rex and several former honorees were on hand to share the occasion, making it an extra special moment.

On Feb. 22, we held our first Lunch 'n Learn at Tulane, attended by 10 people. We heard about "nexters," the next generation that's about to come of age, and discussed the issues they present to our organizations. Thanks to The IP for again providing us with door prizes for the Lunch 'n Learn.

This month, Rebecca Powers from WLOX-TV will be our speaker at the March 10 chapter meeting, and we'll have our second Lunch 'n Learn seminar at Tulane on Friday, March 28. Thanks to our partnership with Tulane, we're able to develop a schedule for the whole year, and I hope you'll mark these on your calendar too.

Yours in PRAM,
Kristie Aylett, APR

Newsletter contributors:

Kristie Aylett, APR
Susan Perkins, APR
Stacy Simon
April Jordan
Melissa Bryant
Charmaine Williams

Isbell Awarded Scholarship

The 2007-2008 Thomas Fredian academic scholarship has been awarded to Judy Isbell, director of Web-based Marketing for The University of Southern Mississippi.

Isbell is a graduate student at Southern Miss pursuing her Ph.D. in Mass Communication. She graduated with a master's degree in 1993 and a bachelor of arts in 1983, both from Southern Miss.

Isbell has been employed by The University of Southern Mississippi since 2001. Prior to working at Southern Miss, Isbell worked at Stennis Space Center as a media services subcontractor for NASA, public relations manager at Memorial Hospi-

tal at Gulfport and as a staff writer at several state newspapers.

Isbell is an active member of the Mississippi Beach chapter of PRAM, previously serving as chapter president, vice president and editor of the chapter's newsletter.

"We are thrilled that Southern Miss selected one of our own members to receive the scholarship we fund. I can't wait for the day when I can introduce Judy as Dr. Isbell," said Kristie Aylett, APR.



2008 PRAM Active Members

Thanks to all who have renewed their dues for 2008!

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|---------------------|--------------------|-----------------------|
| Kristie Aylett, APR | Tracy Heggins | Sharon Seavor |
| Ron Barnes | Judy Isbell | Mary Cracchiolo-Spain |
| Hannah Bell | Kathryn John | Elaine Stevens |
| Anita Brooks | Janice Jones | Lea Ivey Stone, APR |
| Melissa Bryant | April Jordan | Todd Terrell |
| Jane Byrne | Rex Kelly | Andrea Thompson |
| Mary Anne Caldwell | Starlin Lanier | Christy Walker |
| Kim Campbell, APR | Nicole Learson | Raemona Welder |
| Bob Collins | April Lollar | Shelia White |
| Jim Collins | Paul Maxwell | Leah Whitmer |
| Claire Dugger | Dayonne McGuire | Charmaine Williams |
| Cindy Duvall | Kim Nastasi | Sabra Wilson |
| Chad Gibson | Susan Perkins, APR | Patrick Wylie |
| Sonya Gillis | Stephen Pivnick | |
| Keith Guillot | Nell Schmidt | |

Brautigam Receives 2007 Rex Kelly Professional Achievement Award

Kurt Brautigam, APR, distinguished lecturer in public relations and associate director of The University of Southern Mississippi School of Mass Communication and Journalism, received the 2007 Rex E. Kelly Professional Achievement Award from the Mississippi Beach chapter of PRAM February 11. Brautigam will now be the chapter's nominee for PRAM's State Professional Achievement Award, to be announced in April in Hattiesburg.

In a thank you note to the chapter, Brautigam wrote, "I am very appreciative to be selected as the 2007 Rex Kelly Professional Achievement Award recipient. I've been very fortunate in my career to have had so many opportunities and to work with wonderful people in

great organizations. I've never really looked at things in my life in terms of achievements—I think the best achievement is to be able to go to work each day and accomplish something, have fun, figure out challenges and come back the next day for more. All of a sudden you look back and you've "achieved" something, when you were really just living and enjoying each day at a time. This is truly a special honor. Thanks to you all and special thanks to Rex Kelly, my mentor and friend."

Kelly, the award's namesake and first recipient, was on hand during the presentation, as were three other past honorees. Pictured (from left) are Kelly, Myron Webb, Brautigam, Shelia White and Paul Maxwell.

