

April 2008

2008 PRAM Mississippi Beach Officers

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Take Two – Rebecca Powers To Speak at April 7th Meeting

When Rebecca Powers, co-anchor of the 6 p.m. and 10 p.m. newscasts at WLOX-TV, couldn't make our March meeting for personal reasons, we simply had impromptu round-table discussions and then invited her to share her thoughts on public relations and the media at our April 7th meeting.

The Mississippi Beach chapter of PRAM will meet at noon, Monday, April 7, at the Great Southern Club in downtown Gulfport. This month, we'll gather a week earlier than usual to encourage our members to attend the state PRAM conference in Hattiesburg April 17-18.

Calling All Used Cell Phones

Did you receive a new cell phone for Christmas and don't know what to do with the old one? Donate it! The Harrison County Triad/S.A.L.T. Council, Inc. needs your old cell phones to provide "911 emergency" cell phones to senior citizens here on the Mississippi Gulf Coast.

Put your old cell phone to good use and keep them out of the landfills. Bring your old cell phones (without the chargers) to our April PRAM meeting and drop them in the cell phone donation box on the front table.

For more information, call Lauren Thompson at (228) 219-5226 or e-mail lauren.thompson@dmr.ms.gov.

PRAM Social Coming Soon

Mark your calendar for our upcoming PRAM Social/New Member Recruitment on Thursday, May 15, from 5:30 until 7:30 p.m. at Lookout 49 in Gulfport. Enjoy an evening of great networking, good food and the chance to win door prizes. Look for more details in our May edition of *Impressions*.

Next PRAM Meeting

12 noon

Monday, April 7

Sunset Room,

Great Southern Club

(15th floor, Hancock Plaza,

Downtown Gulfport)

President's Letter

Dear PRAM members,

Last month, I was telling my mother about a project, and she asked why I was the one handling it and not my client. When I told her that the client had hired me specifically to handle it for them, she had one of those light-bulb moments. Every time I show her a finished brochure or newsletter, she wants to know where my name is. She thinks it's not quite fair that I work on it but my name doesn't appear on it. I've worked in PR for 18 years, and my mother still doesn't understand what exactly I do.



That's one reason why I enjoy talking about PR with my fellow practitioners, and PRAM gave me two opportunities to do that in March. At the chapter meeting, I learned about what my fellow PRAM members were interested in and working on at the roundtable discussions. At our table, we talked about how we're getting involved in social networking Web sites and trying to incorporate new media strategies into our traditional PR efforts. I wish I could have taken part in the conversations at every table. Then, at the Lunch 'n Learn seminar, the speaker made some excellent points about branding, but I have to admit that my favorite part was the 20 minutes spent discussing those points with the other attendees.

This month promises opportunities for more "shop talk" with some socializing – at our chapter meeting April 7 and at the PRAM conference in Hattiesburg April 17-18. The conference line-up is a good one, plus I just love cheering for members of our own Mississippi Beach chapter when they announce the PRISM Awards. I hope to see you at both.

Yours in PRAM,
Kristie Aylett, APR

Upcoming Events

May 2 – Lunch 'n Learn at Tulane from 11:30 a.m. – 1:30 p.m.

May 12 – Meeting at 12 noon, Great Southern Club

May 15 – PRAM Social at Lookout 49 in Gulfport from 5:30 – 7:30 p.m.

Take the Lead

Moving forward is always easier if someone takes the lead. As public relations professionals, we are frequently looked upon to spearhead the efforts of our organizations, often becoming the public face of progress. Holding such a prominent position requires our proficiency to be just as advanced.

The Public Relations Association of Mississippi's annual state conference at Hattiesburg's Lake Terrace Convention Center April 17 and 18 offers an inexpensive and informative opportunity to sharpen your leadership skills and knowledge, helping you to better serve the needs of your organization and your publics.

Dynamic speakers from Alabama, Florida, Louisiana, Mississippi and Tennessee with expertise in the areas of technology, strategic conflict management, the intersection of advertising and PR, media relations, crisis communications and leadership form the core of the conference, but there are even more ways to benefit from your experience.

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

Mississippi's best public relations efforts will be awarded at a special evening PRISM Awards banquet Thursday evening to match the prestige of this honor with the event. There will be opportunities to network with fellow public relations professionals and exhibitors featuring products and services benefiting the profession.

The conference ends with a new Leadership Luncheon honoring those who achieved APR as well as recognizing the PRAM scholarship winner, Educator of the Year and the Professional Achievement Award winners.

A discounted registration fee of only \$125 for PRAM members and hotel rooms for \$95 are available through Friday, April 4, so jump on the web and go to pramonline.org/conference to register and "Take the Lead."

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Thank you to everyone who completed our recent member satisfaction survey. Your feedback and great comments are what make this organization a success!