

PRAM

MISSISSIPPI BEACH

—Established 1993—

prambeach.org

ImPRessions

March 2010

Mississippi Beach Chapter
Public Relations Association of Mississippi

2010 PRAM

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March Speaker Kurt Brautigam, APR "You, APR"

Kurt's presentation is "You, APR" an overview of the professional accreditation process for public relations. He'll also have a short, fun competition using sample questions from the accreditation test to provide an example of the kind of information involved in preparing for the exam. Prizes will be awarded to the winning competitors! Kurt Brautigam, APR, is the Communication and Member Services Director at South Mississippi Electric Power Association.

Brautigam, who has more than 25 years of public relations and communications experience in South Mississippi, was SMEPA's communications specialist from 1990-1994. He served as Distinguished Lecturer in Public Relations at the University of Southern Mississippi's School of Mass Communication and Journalism, as well as acting as the School's associate director. He was Mississippi Power's manager of external communications from 1998-2006, conducting media relations for that company and acting as its official spokesman. In prior positions, Brautigam was responsible for public, media

and community relations activities for Wesley Medical Center and Pearl River Valley Electric Power Association.

Brautigam received his bachelor's and master's degrees from the University of Southern Mississippi. He completed his professional accreditation in public relations (APR) in 2008 and recently received the 2008 Professional Achievement Award from the Public Relations Association of Mississippi

(PRAM), that organization's highest honor. In addition to his activity with PRAM, Brautigam has also served on numerous other professional and civic boards.

Don't Forget!

State PRAM Conference
April 8 & 9, 2010

The Natchez Eola Hotel
Natchez, MS

Register now!

President's Letter



Hello PRAM members,

Our first "faux spring" has come and gone, and now we all can look forward to the real thing! Many of us have been busy preparing PRISM award nominations, and I anticipate a great showing from our chapter, as usual. Another PRAM happening that signals springtime for our chapter is the recognition of our annual Rex Kelly Professional Achievement Award. At the March 8 meeting, we'll be honoring a public relations professional who has contributed greatly to our chapter, our community, and our profession. Don't miss it!

Finally, thank you to Keith Guillot, our Vice President, who will serve as interim President of the Mississippi Beach Chapter while I am on maternity leave (11 days and counting as I write this!). Also, a special thanks to the Board for keeping the business of the chapter current. I appreciate all of you, and how seriously you take your leadership positions in PRAM.

Good luck to those of you who submitted PRISM awards, and I look forward to when I return!

Yours in PRAM,
Hannah Bell

March Continues Community Service Projects

We'll be continuing the projects from last month in March.

Utility Bill Assistance

We will once again be collecting donations for the Red Cross to help those in need with their utility bills. Prolonged cold weather means heaters have been working over time and that means utility bills are high. A few dollars can make a world of difference to needy families in Hancock and Harrison counties.

Book Drive

March is the perfect time to do some spring cleaning! Declutter

by cleaning off your bookshelves and donating your unwanted books to help libraries in Hancock County. The library system is holding a book sale in April and your gently used books will help raise much needed funds for the Pearlinton Library. Only books that have been stored in a heated and cooled place will be accepted. No text books please.

Thanks so much to everyone who donated to the Red Cross or the Book Drive in February! Your generosity is meeting great needs in our community.

Get ahead of the competition. Get Accredited!

Accreditation in Public Relations (APR) is an opportunity to increase your knowledge, gain credibility and excel as a public relations professional.

The first step in seeking Accreditation is to apply for eligibility through the Universal Accreditation Board.

(Application can be downloaded at www.praccreditation.org.) It is recommended that a candidate have at least five years' experience in the full-time practice or teaching of public relations and who 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 for more information.

