

PRAM

MISSISSIPPI BEACH

—Established 1993—

prambeach.org

ImPRessions

June 2010

Mississippi Beach Chapter
Public Relations Association of Mississippi

President's Letter



Dear members,

Did you ever study public relations cases in school, or on your own? I remember studying the remarkable PR effort made by Johnson & Johnson after Tylenol killed 7 people in Chicago in 1982. Effective public relations essentially saved the company.

As we watch the BP Oil Spill Crisis unfold firsthand, I can't help but be fascinated by how the company is handling the situation. If we were in the shoes of the Vice President for BP's Corporate Communications, how would we handle the situation? How would we balance our company's image between honesty, concern, forthrightness, sympathy, expertise, and professionalism?

Switching gears, we hosted a fun annual membership social at Salute last month! Twenty PRAM members attended, and 7 guests joined us, one of whom joined on the spot, with more to come. The food was delicious, the conversation was great, and of course the door prizes were a big hit. (Especially since I received the

June Speaker

British Petroleum Representative: Public Relations & The Oil Spill

SPRF Lantern Award Deadline Extended:
June 4th

SUBMIT: www.sprflanterns.org
NEW DEADLINE: Postmarked no later than Friday, June 4
Southern Public Relations Federation
PO Box 3247
Tupelo, Mississippi 38803

Just a Reminder...

If you won a PRAM PRism Award and would like to order duplicates, please contact Kelly Scrivner, state PRAM board member, at kscrivn@entergy.com to order. She can place the order for you, tell you the cost, how to send payment, and answer questions about engraving.

last prize of the night – thanks Keith!
Thank you to our door prize donors, and especially to Charmaine, Sonja, Keith Guillot, and the rest of the board for making this year's social a great event. It was truly a team effort!

I look forward to seeing you on June 14 at the Great Southern Club.

Yours in PRAM,
Hannah Bell

Newsletter & Website Chair Opening

Please help me in thanking Andrea Thompson for her service to our chapter this year as the Newsletter and Website chair. Andrea will be moving to Huntsville, AL this month. Congrats, and good luck!

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,
Director - Membership,
charmaine.williams@usm.edu
(Southern Miss Gulf Coast)

Shelly Becker, Director - Programs,
Shelly.Becker@dmr.ms.gov
(MS Dept. of Marine Resources)

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

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

Christen Hartley,
Scholarships/Awards,
christen@mscoastchamber.com
(Coast Chamber of Commerce)

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

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

Susan Perkins, APR,
Accreditation Chair
Susan.Perkins@dmr.ms.gov
(MS Dept. of Marine Resources)

Top 10 Reasons to Join PRAM Mississippi Beach

10. Sometimes you find yourself looking for a good place to eat lunch on the second Monday of every month, and the Great Southern Club sounds pretty good.

9. Being public relations professionals means that we always have awesome door prizes at our meetings and events.

8. We're always the first to know about the great events that take place on the Coast.

7. There is a blank space on your office wall that would be put to great use if you just had a PRISM Award to hang there.

6. You only know so much about Facebook and Twitter. Coming to one of our local webinars or state or regional conferences shows you there is SO much more.

5. You want to go to the state conference just to see what Ken Flana-

gan's going to do.*

4. You dream about having an office with a view like the Great Southern Club.

3. Because networking is how you make important connections in the industry. They can lead to jobs, freelance work, mutually beneficial relationships, and long lasting friendships.

2. You're looking for ways to get involved in a professional organization outside the four walls of your office.

1. You'd be in good company...I mean, come on. Look at us!!!

*Ken Flanagan is the president of the Gulf Coast chapter of PRAM. We suggest if you're ever in the Pascagoula area you roll down your windows and listen. You'll probably hear him! (No offense, Kenny!)

2010 Annual Membership Social

The PRAM Membership Social on May 20 at Salute Italian Restaurant was a great success and here are some photos to show how much fun everyone had! The social was a relaxing after-hours event with an assortment of wine, delicious hors d'oeuvres and wonderful door prizes.

