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Idea for Reality TV Show

Memo to network executives:
The Six Million Dollar Man
Reality Series. Find a Public
Relations professional, prefer-
ably one who works at a hospi-
tal in Gulfport, Mississippi and
whose initials are TMC, give
him \$6 million, drop him in a
mansion in Beverly Hills and
watch the hilarious high jinks
ensue. Episode 1 -- PR guy
arranges a romantic blind date/
reunion between the original six
million dollar man, Lee Majors,
and Farrah Fawcett.

Impressions

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PRAM MEMBERSHIP SPOTLIGHT

Linda Theobald - NASA Public Affairs

As a child back when America was trying to reach the moon, Linda Theobald shared a passion for space exploration with her father. Both she and her dad were space buffs, she said. Today Linda is Public Affairs Officer at the Stennis Space Center and she says working for NASA is the culmination of that early interest.

"I'm very proud to be part of NASA," says Linda. "Our office wants Mississippians to be aware and proud of the very significant role Stennis Space Center has played in our country's space program. Our Public Affairs Office is constantly looking for ways to get that message out there and to hopefully inspire children to continue that legacy.

Linda and her husband David live in Diamondhead and Linda is a Pass Christian native. She was class valedictorian for her graduating class at Pass Christian High School and graduated from USM with a degree in Fine Art. She earned a Masters in Public Relations from the University of Oklahoma.

Linda's 32-year career with the U.S. Government began at Keesler Air Force Base as a graphic artist and she later moved into supervisory positions. She spent eight years working in Germany managing a television production studio and graphics department for the four-star general who commanded the U.S. Air Force in Europe.

"It was heaven for an artist to be in Europe all those years with all those museums," she said.

After her tour of duty in Germany, Linda returned to the States and began working for NASA at the Marshall Space Flight Center in Huntsville, Alabama, designing space exhibits that traveled to events all over the U.S. In 1997, she came home to the Coast to work at Stennis where she designed and oversaw the operation of the visitor center, StenniSphere. She later transferred to Kennedy Space Center in Florida to oversee the public outreach program and visitor center there. This year, she was asked to return to Stennis to be the NASA Public Affairs Officer.

As you might imagine, Linda works in a very exciting and challenging environment which consists of media relations and public outreach.

"We have so many wonderful uplifting experiences," she says, "but we're there for the bad times too. The loss of Space Shuttle Columbia affected us all very deeply, because NASA is a close knit community. Our Stennis Public Affairs Office went into action immediately after Columbia was lost providing all the information we could to our area media over a period of several days. At the same time our office set to work planning a memorial service. One of our staff, Paul Foerman, was sent to Barksdale Air Force Base to assist with the recovery operations. It has been a very hard time for us, but there has been such an expression of caring from the community."

On a lighter note, Linda and David were able to enjoy some fun and excitement over Mardi Gras. The couple was King and Queen of the Krewe of Selene. And when Linda is not hard at work, you can usually find her painting. She has captured Coast life in a series of prints dedicated to towns along the Mississippi Gulf Coast.



PRAM NEWS IN BRIEF

Have plans for St. Patrick's Day?

Take a trip back to the old country this St. Patrick's Day as a group of rogue musicians known as the Dublin Street Band help transform Mallini's Point Lounge in Pass Christian into a lively Irish Pub beginning at 8:30 p.m. Saturday.

On the day where the color green prevails and all nationalities can take advantage of the "Kiss Me I'm Irish" perk, the popular Dublin Street Band will celebrate its 10th year of "St. Patrick's Day" performances on the Coast. Led by guitarist and lead singer, Matt Barrett (**brother of PRAM member Julie Bosley**), the group plays an array of authentic Irish ballads and folk songs – most of which encourage Irish revelry and audience participation.

"Once we start playing those songs, the atmosphere is like an Irish pub," says Barrett. "One of our band members went to Ireland a couple years ago, and he knew all the songs they were playing in the pub. It really surprised the locals."

The band originated from casual get-togethers with friends and quickly developed into an annual act that has grown in popularity each year. In addition to Barrett, band members include Andrew Barrett, Tyrell Bertinot, David Bosley, Mike Masino, Matt McKiernan, and Don Watson.

Most of the band members have been with the group since its inception, so it doesn't take them long to brush up on the material for the special holiday performance. Each year, new songs are added and more people show up to revel and pay tribute to Ireland's patron saint.

Don't miss the 2003 performance at Mallini's, where Irish eyes will certainly be smiling when the Dublin Street Band hits the stage at 8:30 p.m.

MARK YOUR 2003 CALENDAR

March 10
PRAM Meeting
12:00 noon
Great Southern Club

April 14
PRAM Meeting
12:00 noon
Great Southern Club

More stuff for the PRAM newsletter

■ Hey everybody...Lisa Bradley at the Chamber in Gulfport just got off the phone with Robin Roberts in New York and guess what?...Lisa reports that Robin is as nice as she appears to be when you see her on television. She even answers her own phone on a Friday before taking off for Kuwait (her most recent assignment for Good Morning America).

■ From Treasurer Kim Campbell: "Have you ever wondered what sorts of things the PRAM Treasurer does? Well, me neither—until I *became* the PRAM Treasurer. Then I found out in a hurry.

I'm that person at the meetings who always seems to be frantically trying to keep up with the money you give me, making change, writing receipts, handing out materials, encouraging you to participate in the drawing, and processing your credit card purchases.

Among other duties, I also prepare the budget, keep track of new members, and send dues to the state PRAM treasurer.

Speaking of the budget, your PRAM dues enables us to support the PRAM state conference and SPRF conference each year. In addition, we have a workshop each fall, with exciting speakers and giving us all a chance to expand our PR knowledge. PRAM MS Beach also does at least one public service project each year, we have a Membership Recruitment and Appreciation event and a Holiday Luncheon at the end of the year. Whew! That's a lot of activities to keep track of!

Of course, there are more mundane expenses and income, too. The Post Office Box rental. The actual dues, themselves. Miscellaneous printing and postage. Awards and certificates. Well, you get the picture."



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PRAM meeting Monday, March 10

At Monday's regular monthly PRAM-Mississippi Beach meeting, we'll honor our own Shelia White as the 2003 Rex Kelly Professional Achievement Award recipient and hear from Reggie Bates (Clear Channel - K99) about the PR strategies necessary to get "Aaron the Bachelor" to the Mississippi Coast.

We'll meet in the Sunset Ballroom of the Great Southern Club atop the Hancock Bank building in downtown Gulfport.

Official meeting time is noon to 1:00 p.m., but the buffet opens at 11:30 a.m. Consider bringing a guest (*a prospective PRAM member, of course*), and get the gumbo while it's hot!

I look forward to seeing you all on Monday, March 10th!

Get the latest PRAM news at the new and improved web site at www.prambeach.org