

# PRAM Gram

JANUARY 2009

## January Membership Meeting Awards & Officer Installation Banquet

featuring a silent auction to benefit  
Barbara Shoemake Excellence in  
Public Relations Scholarship Fund

Tuesday, January 27, 2009  
11:30 a.m.

Lake Terrace Convention Center

Preview and Bidding for Silent Auction  
11:30 a.m. - 12:15 p.m.

### DID YOU KNOW? DAMAGE CONTROL

In 1993 Pepsi successfully mounted a massive PR campaign to restore customers' confidence, after a syringe was found in a can of their products. An elderly couple claimed that they had discovered a syringe inside a can of Diet Pepsi. After a massive campaign, the incident was denounced as a hoax.

### NOTICE

February Membership Meeting

TUESDAY, FEBRUARY 10\*

11:30 a.m. - 1:00 p.m. | Lake Terrace Convention Center

This will be our joint meeting with SMEI featuring guest speaker **Louis Schwartz** from **Big Buck Sports**.

\*Please note the meeting is taking place on the second Tuesday, rather than the traditional third Tuesday of the month.

## Silent Auction

Let the bidding begin to support the Barbara Shoemake Excellence in Public Relations Scholarship! You won't want to miss the fabulous selection of items to bid on at next week's meeting, including:

- USM basketball, violinist Daniel Bernard Roumain's performance of "A Civil Rights Reader" and "Urinetown" tickets
- A Rebecca Geary pottery bowl, original works by Danny Rawls and Steve Coleman and other artwork, photography and home décor items
- Certificates for your favorite pampering services like pedicures, a massage, tanning and portrait sittings
- Catering packages from Spicy Pickle (for 8-12 people, \$70) and The Bottling Company (up to 30 people, \$400)
- Football signed by USM greats Coach Larry Fedora, Reggie Collier and Ray Guy
- A Beau Rivage gift package
- And much more!

If you have an item to donate, there is still time...contact Leyla Goodsell at 601-466-9000 or [leyla.goodsell@usm.edu](mailto:leyla.goodsell@usm.edu).

## 2009 Board of Directors

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## PRAM COMMUNITY ACTION UPDATE

A heartfelt thanks to all who brought wish list items or donated money to our Red Cross fire family last month. Your generosity helped make Christmas a little brighter for a very deserving mom and her three children.

This project concluded our Community Action efforts for the year. Thanks for making a difference in 2008!

Sincerely,

Jennifer Rigney

PRAM Community Action chair

## Welcome New Members!

Priscilla Hebert, Development Officer, American Red Cross

Veronica Stubbs, Development Officer, American Red Cross

Vanessa Molden, Program Promotions/Communications Manager,  
USM Professional Development and Education Outreach

Nicole Raulston, Communications Coordinator,  
South Mississippi Electric Power Association

Mike Lopinto, Marketing and Educational Outreach,  
The University of Southern Mississippi

## REMINDER:

2009 PRAM membership dues are due now!

Dues are \$55 for professionals and \$30 for students.  
You can also add on the meal plan option for \$90.

The meal plan covers all meetings during the year  
except workshops.

## Have you considered the Pine Belt Young Professionals?



PINE BELT YOUNG PROFESSIONALS  
an initiative of the Area Development Partnership



Pine Belt Young Professionals provide community involvement, networking and professional development opportunities throughout the year!  
Join the over 80 existing members today!  
Annual dues are only \$50.

NEXT EVENT:  
OFF THE CLOCK  
Tues., February 10th  
5:30 - 7:00 pm  
Keg & Barrel  
Theme:  
Speed Networking



[www.pinebeltyoungprofessionals.com](http://www.pinebeltyoungprofessionals.com) • 601.296.7517

Would you like to advertise in the PRAMeGram? It's only \$25. Contact Katie Townsend at [k.townsend@theadp.com](mailto:k.townsend@theadp.com).

# CONGRATULATIONS TO SAMANTHA LYNN MCCAIN

## CURRENT RECIPIENT OF THE MICHAEL FATHEREE SCHOLARSHIP

Samantha Lynn McCain is the vice president for the Public Relations Student Society of America and is the associate director of The Agency at Southern Miss, a non-profit student ran and driven public relations agency on campus. She is also on the Executive Cabinet for the Luckyday Program, is a Luckyday Scholar, a member of the Honors College and Omikron Delta Kappa. To add to her accomplishments, she recently completed an internship with the Federal Bureau of Investigations (FBI).

## WHAT ARE THE BENEFITS OF PRESS RELEASE DISTRIBUTION AND GOOGLE, MSN AND YAHOO NEWS?

BY SHARMA SHARAN

Why do we need to put out any press release at all? Well, if you are intent in being discovered, personally or as a business entity with a website, then you need to distribute news about yourself. You need to let people know you exist.

At the moment, you may be a small fish in a small pond, and I am fairly certain, you do not want it to stay that way. How can you let people know you exist at all? Here is where press releases work their magic.

By posting news or articles about you and your business in Google News or any other search engines, you stand a fairly good chance of generating traffic to your site. The more people see you and read about you, the more chances that a percentage of that number will gravitate to you. The more people read about you, the higher the number of visits you will have. Besides, just being in Google News is a really big deal, and people know that if you are in Google News, you are worth the space they give you. It means you are a force to be reckoned with. You are upcoming.

Needless to say, it is extremely important that any press release sent out for distribution in Google News must be interesting, eye catching, and informative. This is really important because there is a huge amount of press releases being distributed daily on Google and other search engines. It would be a sad case if your press release, even if distributed everywhere, gets no attention because it is boring and unimaginative. Do not think for a moment that just because your press release is distributed in Google News, you are successful or on your way to success.

Another benefit of press release distribution in Google News is that it goes straight to the consumer. The communication network that is generated starts at Google News and can end by word of mouth from the people who have read the press releases. When this happens, you will know it because you will see more people visiting your site. Your website name will become easily recognizable. Advertisers will be knocking down each other to get to you first.

You should seriously consider this because the benefits of press release distribution through Google news far outweigh the costs. Anyway, cost is relative. You have to be willing to spend, even just a little, to make money. That has been the way it is since your grandparents were working, and it remains to be the case even up to today. So, you see, the benefits of press release distribution can work miracles for you, just make sure you choose the right material and the right company to help you.

Shranyan is a Experience Search Engine Optimization Expert, who runs the website Extreme Seo Internet Solutions where he offers free subscription to his Search Engine Optimization Free E-course Online SEO / SEM Techniques and manual , a complete course on starting and running online business Website. More Details about Sharanyan or Advance Search Engine Optimization Techniques Visit Srilankan Search Engine Optimization Firm

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## MARK YOUR CALENDAR

### PRISM AWARD ENTRY DEADLINE

Friday, February 27

Keep an eye out for ONLINE ENTRY forms to be posted at [www.PRAMPISM.org](http://www.PRAMPISM.org)

### PRISM AWARD WINNERS

will be announced at a luncheon in Jackson

Friday, April 17th

### SPRF CONFERENCE

October 4-6  
in Tunica, MS

