

JUNE 2008

PRAMeGram

■ June's Membership Meeting ■



JENNIFER GRAHAM
JENKINS, APR

■ // **REDSQUARE** AGENCY
redsquareagency.com

TACTICAL PUBLIC RELATIONS: TAKING AN OUT-OF-THE-BOX APPROACH

Tuesday, June 17, 2008

Hattiesburg Lake Terrace Convention Center
Networking 11:30 a.m. • Meeting Begins at 12 Noon

Lunch - Members \$11 and Guests \$15
RSVP to Julie DeFatta at 601-268-5765
or rsvp@pinebeltpram.com for an accurate lunch count.

LUCKY BUCKS WILL BE PLAYED DURING THIS MONTH'S PROGRAM.
plan to participate • plan to participate • plan to participate
DONATIONS GO TO THE PRAM FUNDED SCHOLARSHIPS.

www.pinebeltpram.com

Jennifer Graham Jenkins, APR

Vice President Public Relations

SPEAKER INTRODUCTION: EXPERIENCE

Jennifer Graham Jenkins, APR is vice president of public relations with Red Square Agency in Mobile, Ala. She has more than 13 years professional experience in the field of public relations, marketing, advertising, publicity, research and communications planning. Jennifer received her accreditation in public relations (APR) in August 2007.

At Red Square, she oversees all public relations activities and supervises accounts for clients in a variety of fields including healthcare, tourism, communications, technology, finance and business-to-business. Accounts she has worked on include Alabama State Port Authority, BellSouth Mobility, Chapura, Colonial Bank, Cousins Subs, CPSI, Craft Farms, Gulf Coast Cancer Centers, Mercy Medical, Mobile Convention and Visitors Corporation, PrimeHealth, The Town of SaltAire, Springhill Memorial Hospital, Terminix, TORP Technology, Tuscaloosa Convention and Visitors Bureau, Terrebone General Medical Center, The University of Alabama, University of South Alabama and Verizon Wireless.

Jennifer returned to the agency in July 2006 after five years of managing her own public relations consulting firm, where she developed strategic marketing, corporate positioning and public relations plans; performed media relations activities in various markets throughout the Southeast; organized and coordinated special events; and conceptualized and created promotional materials for healthcare, tourism, communications, technology, finance and business-to-business clients.

Prior to establishing her firm, Jennifer worked from 1997-2001 at Sullivan-St. Clair, now Red Square, as public relations director coordinating all aspects of public relations for clients. She has also worked as the public relations coordinator for the Alabama School of Mathematics and Science (ASMS) in Mobile and the Tuscaloosa Convention and Visitors Bureau. At both organizations, she was responsible for coordinating media relations, news conferences and special events; developing collateral materials, designing and writing newsletters; managing Web sites; creating advertisements for magazines and newspapers; coordinating printing of all promotional materials; serving as spokesperson; and developing relations with media, businesses and industry statewide.

EDUCATION

Jennifer is a 1995 summa cum laude graduate of The University of Alabama where she received a bachelor of arts in Communication. She majored in Public Relations and received a minor in marketing. While at the University, she was a member of Phi Theta Kappa National Honor Society, Golden Key National Honor Society, and Kappa Tau Alpha Communication Honor Society. She was the recipient of the University of Alabama Alumni Junior College Honors Scholarship and the Alabama Power Foundation Scholarship and maintained standings on the President's and Dean's Lists throughout her college career. She received Gold and Silver S.T.A.R. Awards in the 7th District AAF Advertising Competition and an honorable mention in the Southeast Journalism Conference Scholarly Research Competition. Jennifer was awarded The University of Alabama's Public Relations Academic Award in 1995 for her outstanding performance in the field of public relations.

PROFESSIONAL AND COMMUNITY

A member of the Public Relations Council of Alabama since 1996, Jennifer served on the Board of Directors for five years in various capacities, served as president of the Mobile Chapter in 2001 and currently serves on the board of directors at the state level as Vice President Projects. She also serves on the board of directors as Vice President Professional Development for the Southern Public Relations Federation and is a members of the Public Relations Society of America. She has received Medallion Awards including Best of Show from the Public Relations Council of Alabama and Lantern Awards and Judges Award from the Southern Public Relations Federation for her public relations work for Gulf Coast Cancer Centers, Dreamland BBQ, Springhill Memorial Hospital, PrimeHealth, the Mobile Symphony and the Mobile Area Chamber. Jennifer is also a member of the Bay Area Advertising Federation where she has served on the Board of Directors. In addition, she has worked with the Mobile Area Chamber of Commerce since moving to the Mobile area and has been involved on numerous committees including the Media Advisory Task Force and the Annual Meeting Task Force. Jennifer is an active member of the Junior League of Mobile and has volunteered time with the After School Arts Program, Christmas Jubilee, the primary fundraiser to support the league's community projects for children and the 75th Anniversary Project.

OPERATION SUNSCREEN...

Coming in August



For our first of two community action projects this year, we will be raising money to supply our American troops with sunscreen products to protect them...just as they protect us!

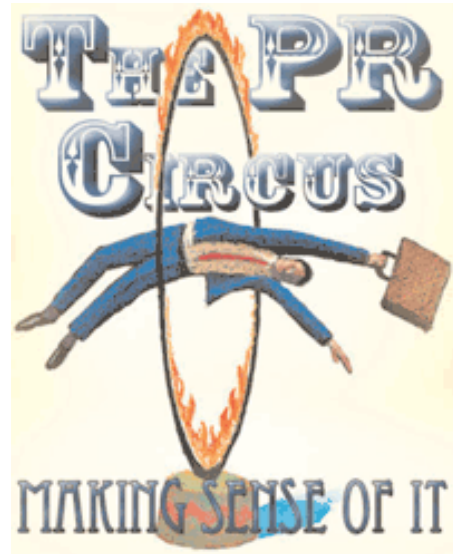
The “**New Attitudes**” **Mary Kay Unit in Hattiesburg**, in conjunction with the **American Legion AUX**, are mobilizing an effort to **supply our troops with sunscreen** products to protect them from sun damage and skin cancer. Iraq's climate is arid with little shade, and the average temperature between the months of May and November is 102 degrees.

Mary Kay's Sunscreen and Lip Protector with Sunblock, approved by the American Cancer Society, can give our troops the sunscreen protection they need. 100 percent of the donations will be used to purchase products for the troops, which will be delivered to Camp Shelby for distribution. The cost is **\$25 per soldier**, so let's reach deep into our pockets to adopt as many soldiers as possible!

Thanks so much for your help!

Questions?

Contact **Jennifer Rigney** at **601.271.6555** or **jrigney23@hotmail.com**.



Do you juggle tasks, balance priorities and walk an ethical tightrope? Here's your chance to **SAVE THE DATE** and run away with the circus!

The Emerald Coast Public Relations Organization sponsors the 2008 Southern Public Relations Federation Conference July 27-29 in Sandestin, Fla. Registration is \$275 for three days of incredible speakers, death-defying feats of PR excellence, and the information you need to make sense of the PR Circus!

Make your reservations now at www.sandestin.com, by calling the resort at 800-320-8115, or by faxing the attached housing request form to Sandestin Group Reservations at 850-267-8221. Use our group's discount code of 21T6BW for special rate of \$159 nightly. SPRF Conference attendee rooms are located at the Bayside Inn at the Sandestin Golf and Beach Resort. Summer's hot at Sandestin, so bring your friends and family and make a week of it at Northwest Florida's premiere resort!

For more information on the conference, see the ECPRO website at www.emeraldcoastpr.org, or the SPRF website at www.sprf.org.

**“THE PR CIRCUS –
MAKING SENSE OF IT”**
2008 SPRF Conference
July 27-29 • Sandestin, Fla.