

PRAM

Public Relations Association of Mississippi



Be a
Guiding
Light

2022 State Conference < Gulfport

Welcome

to the Mississippi Gulf Coast
and the 2022 State PRAM Conference



Amanda Parker

2022 PRAM State President

I am thrilled about attending this conference in person and seeing new and familiar faces.

As the conference speakers were announced through a series of social media posts, two things immediately came to mind:

PRAM is fortunate to have such talented PR practitioners who not only represent the best of our profession through their quality work, but also are willing to share their expertise with peers in this forum.

The wide variety of conference sessions spotlight some of the countless skills a PR professional must master: Keep website content updated, and make sure all audiences can access it. Feed the social media machine with messages relevant to your brand. Build, test and execute your crisis plan. Develop media relationships. Complete your never-ending tasks while keeping the four-step process, ethics, diversity, grammar, graphics and other crucial elements in mind.

Take in all the information you can from our speakers, and talk to your fellow PRAM members about your struggles and your wins. May you leave Tuesday inspired so you can continue being the guiding light for your organization and clients.



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Muse de Conference

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For amplifying the light



SPEAKER < Monday, April 4
9 to 10:15 a.m. < Ballroom

Marshall Ramsey

Editor-At-Large
< *Mississippi Today*



Learning to Laugh at Change: One Cartoonist's Journey to Resilience

KSA < Problem solving and decision making

Synopsis < "Occupational hazard means your occupation's just not around." – Jimmy Buffett. While Buffett was singing about pirates, award-winning cartoonist Marshall Ramsey contends he also was singing about editorial cartoonists. Forced by the collapse of the newspaper industry to reinvent himself, Ramsey has been on a 12-year journey of change and innovation. Now the Editor-At-Large for Mississippi Today and host at Mississippi Public Broadcasting, Ramsey shares stories, a few cartoons and tips on how he learned his newest superpower – resilience. To slightly change Red's quote from *Shawshank Redemption*, "We all have to get busy changing or get busy dying."

Bio < Marshall Ramsey is the Editor-At-Large for *Mississippi Today*, a non-profit news website. He's a two-time Pulitzer Finalist (2002 and 2006), and his work is nationally syndicated by Creators Syndicate and has appeared in *The New York Times*, *USA Today* and *The Clarion-Ledger* (Jackson, Miss.) He is the author several successful books, including three cartoon collections, two short story collections (*Fried Chicken and Wine* and *Chainsaws and Casseroles*) and the delightful children's book *Banjo's Dream*. Ramsey's cartoons, photos, stories and posts are frequently shared on Facebook, Twitter, Pinterest and Instagram. He's also the host of a weekly statewide radio program, *Now You're Talking with Marshall Ramsey*, and a television program, *Conversations*, on Mississippi Public Broadcasting. He has appeared on *Fox & Friends*, *Inside Edition*, *CBSN* and *CNN New Day*.

Ramsey's also a cancer survivor. Diagnosed with malignant melanoma in 2001, he has been honored by both the Melanoma Research Foundation and the American Cancer Society for paying his survival forward. He actively promotes skin cancer awareness and sun safety through cartoons, speeches, skin screenings and a 5K race. He even ran the Marine Corps Marathon to raise funds for melanoma research. (He completed the race, raised \$13,000 and developed some wicked leg cramps.) Ramsey, his wife Amy, their three sons and precocious dog Pip live in Mississippi, the best state for politics, storytellers, sweet tea and raising a family.

Notes to guide you <



SPEAKER < Monday, April 4
10:30 to 11:30 a.m. < Bay Room

Christie Jones Lawrence, MS, MRHF

President / Consultant / Trainer
< Surge Advisors, LLC



Leading Through Crisis

KSA < Crisis management

Synopsis < Managing in a crisis is challenging - even for experienced managers. It is, therefore, especially important for all managers and board members to understand the fundamentals of successfully leading through a crisis. This course outlines key character traits of successful leaders, identifies crisis management stages, highlights the importance of successful thinking habits and reviews guiding principles for leading through a crisis. Understanding this information will give individuals confidence and prepare them to successfully lead a team through crisis situations.

Bio < Christie Lawrence is an accomplished marketing and business development strategist and consultant with more than 25 years of healthcare and nonprofit experience. She enjoys consulting with leaders and conducting workshops to help organizations innovate and transform for success. A sought-after speaker and trainer, she presents on a wide variety of healthcare, leadership, communication, and relationship topics, and she co-facilitated a self-help seminar founded by Dr. Phil McGraw. She is president and chief consultant for Surge Advisors and a lecturer in the Department of Communication at Mississippi State University. A certified John Maxwell Team trainer, she enjoys building teams, sharing leadership principles and creating online courses for SURGE Soft Skills. She serves on the board of directors for multiple organizations, including as president of the Starkville/MSU PRAM chapter. She received her Master's in public relations from the University of Southern Mississippi and her Bachelor's in education from Mississippi University for Women.

Notes to guide you <



SPEAKER < Monday, April 4
10:30 to 11:30 a.m. < Harbor Room

Sophie McNeil Wolf

Director of Communications
< Mississippi Public Broadcasting



Hindsight Is 20/20:
Making Communications ADA Accessible

KSA < Diversity and inclusion

Synopsis < According to the Centers for Disease Control, one in four adults in the U.S. have some type of disability. As communications becomes increasingly digital, especially post-COVID, how do we ensure our messages are accessible to everyone, including those who may interact with our content in a different way? Sophie McNeil Wolf will discuss best practices for alt-text, hashtags, inclusive design, PDFs, website plug-ins, closed captions and more. Participants will leave with immediate takeaways to refine their work and make content readily available to their communities.

Bio < Sophie McNeil Wolf loves the intersection of community, storytelling and learning, which has informed much of her work. In fact, as a child, she was pegged as the “first to know it and the first to tell it.” Wolf has over 15 years of experience in media and communications, most notably helping organizations share their impact through digital channels. She previously served as Creative Content Manager at Millsaps College and most recently as the Digital Media Manager at the Mississippi Institutions of Higher Learning. Additionally, she was the co-owner and editor of Find It In Fondren, a media brand focused on Jackson’s Fondren neighborhood, which she operated with her husband, Paul Wolf. Wolf earned a Bachelor’s in journalism with an emphasis in news-editorial from the University of Southern Mississippi and a Master’s in integrated marketing communication from the University of Mississippi. She is a 2014 graduate of the Millsaps College Business Advantage Program and 2018-2019 graduate of Leadership Greater Jackson. Currently, Wolf serves as the At-Large board member for the PRAM Central Chapter and Past President of the College Public Relations Association of Mississippi.

Notes to guide you <



SPEAKER < Monday, April 4
11:45 a.m. to 1 p.m. < Ballroom

David McRaney

Science journalist

< Best-selling author and podcaster

How Minds Change



KSA < Strategic thinking/audience identification

Synopsis < The ability to change our minds, update our priors and entertain other points of view is one of our greatest strengths, an evolved ability that comes free with every copy of the human brain. You will learn what we are doing wrong when we fail to change minds as we explore the surprising psychology behind how people modify and update their beliefs, attitudes and values, and how to apply that knowledge to whatever you believe needs changing, whether it's within one mind or a million.

Bio < David McRaney is a science journalist fascinated with brains, minds and culture. He created the blog/book/podcast *You Are Not So Smart* to get a better understanding of self delusion and motivated reasoning. He started the blog in 2009, and it became an internationally bestselling book shortly after, now available in 17 languages. On his podcast, he interviews scientists who study the psychology of reasoning, decision-making and judgment. His second book, *You Are Now Less Dumb*, was released in 2013, and his third book, *How Minds Change*, comes out in 2022.

In his early days, he cut his teeth as a newspaper reporter covering Hurricane Katrina on the Gulf Coast and in the Pine Belt region of the Deep South. Later, he covered things like who tests rockets for NASA, what it is like to run a halfway home for homeless people who are HIV-positive, and how a family sent their kids to college by making and selling knives. Since then, he has been an editor, photographer, voiceover artist, television host, journalism teacher, lecturer, and tornado survivor. He also worked for several years as the head of digital media for WDAM-TV where he produced *The Green Couch Sessions*, a TV show about the music of the Deep South. He has also done some commercial work, writing for Heineken, Duck Tape and a few others. He recently appeared in a Reebok ad that he also helped write.

Most recently, after finishing *How Minds Change*, he wrote, produced, and recorded a six-hour audio documentary exploring the history of the idea and the word, genius.

Notes to guide you <



SPEAKER < Monday, April 4
1:15 to 2:15 p.m. < Bay Room

James Coll, Ph.D.

Chief Communication Officer
< The University of Southern Mississippi



Communications Crisis on Campus:
The PR Strategies, Tactics, and Results of
Mississippi's Leading Universities in Response to the State Flag Debate

KSA < Crisis management

Synopsis < Jim shares the story of what he learned as the debate regarding the state flag of Mississippi reached a crescendo on Mississippi's universities' campuses from 2015 through 2020. Relying on personal experience, as well as interviews with university presidents and an extensive examination of public statements, mass media coverage and social media feedback, Jim tells the why, what and how of the universities' public relations strategies, tactics and results. In 2015 and 2016, facing significant reputational risk and public pressure from students and faculty, Mississippi's public universities each chose to refrain from flying the state's flag—a flag that had featured the Confederate battle emblem for more than 100 years. In 2020, the universities became a pivotal force for legislative action in favor of a new flag, as the universities' affiliated athletics organizations—the NCAA, the SEC and Conference USA—threatened to withhold postseason play from the state, a decision that would have resulted in the loss of millions of dollars in associated, positive economic impact. Today, it is clear that Mississippi's universities' public relations strategies helped each avoid what could have been significant and lasting reputational damage from one of the most contentious political debates in the state's history.

Bio < Jim Coll is The University of Southern Mississippi's Chief Communication Officer, directing the University's marketing and public relations efforts and serving as a public relations advisor to President Rodney D. Bennett and other administrators. In 2013, he was honored as the PRAM Pine Belt Chapter's Bud Kirkpatrick Practitioner of the Year. In 2016, Pine Belt Young Professionals honored Jim with its Stewardship Award for his contribution to the advancement of young professionals. In 2017, SPRF recognized Jim as a senior practitioner. Under Jim's direction, USM's Office of University Communications has earned SPRF's Best of Show, PRAM's Judges' Choice, and the CPRAM's Grand Awards for Electronic and Print Media. Jim earned his Ph.D. from The University of Southern Mississippi in mass communication in 2021. An avid runner and triathlete, he has completed the Boston and New York Marathons, and Ironman Louisville. He has been married to his wife Deedre' for 17 years, and they have two children, Anna Grace, 13, and Macy, 11.

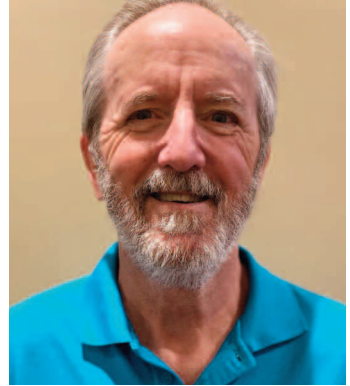
Notes to guide you <



SPEAKER < Monday, April 4
1:15 to 2:15 p.m. < Harbor Room

Lacy Thompson

News Chief
< NASA Stennis



PR That's Out of This World

KSA < Issues management

Synopsis < The pandemic ushered in a unique opportunity for all public relations professionals - including those within the federal government. As the world was transitioning to more of a virtual environment, NASA Stennis Space Center (SSC) was pivoting to balance the uncertainties of the global pandemic while accomplishing the largest test project in SSC history to support future missions to the moon and eventually Mars. Lacy will discuss the opportunities and challenges that faced NASA and its space center in South Mississippi as the rocket science continued and the agency embraced virtual awareness campaigns.

Bio < Lacy Thompson is a Greater New Orleans native and resident with 37 years of journalism and public relations experience. He worked 23 years as a print journalist and editor before accepting a contractor position in the Stennis Space Center Office of Communications in 2008. Last year, he transitioned from his contractor role within the office to become the NASA Stennis news chief. In that position, he works with a veteran team of communicators focused on sharing the NASA and Stennis story throughout the Magnolia state.

Notes to guide you <



SPEAKER < Monday, April 4
2:30 to 3:30 p.m. < Bay Room

Christen Duhé, APR

Associate Vice President of Institutional Relations
< Mississippi Gulf Coast Community College



We All Have Issues: Applying Ethics in Public Relations

KSA < Ethical behavior/First Amendment issues

Synopsis < Ethics and law play an integral part of being a public relations practitioner. Christen will discuss some of the common ethical and legal issues that public relations professionals encounter: First Amendment issues, privacy issues and other legal issues. She will discuss real scenarios that will help attendees apply the knowledge, skills and abilities they need in their everyday lives.

Bio < Christen Duhé is the Associate Vice President of Institutional Relations at Mississippi Gulf Coast Community College. She began working at MGCCC in 2012 as the first Director of the Hospitality Resort Management Center. She began her career at the Mississippi Gulf Coast Chamber of Commerce as the first Director of Coast Young Professionals (CYP). She then worked at the PGA TOUR Champions Tour golf tournament, Mississippi Gulf Resort Classic, as the Director of Volunteers. Christen is a Mississippi Gulf Coast native, growing up in Bay St. Louis and now living in Gulfport. She is a two-time graduate from The University of Southern Mississippi (To the Top!) with a Bachelor's in public relations and a Master's in mass communication. She is a graduate of the Coast Chamber's Leadership Gulf Coast program, the Business Council's Masters' Class, MEC's Leadership Mississippi and the Mississippi Community College Leadership Academy. She received her APR: Accreditation in Public Relations, in October, 2015. She is currently enrolled at The University of Southern Mississippi where she is pursuing a doctoral degree in higher education administration.

Notes to guide you <



SPEAKER < Monday, April 4
2:30 to 3:30 p.m. < Harbor Room

LaShaundra McCarty

Digital Content Creator
< Straightforward



Posting with Purpose

KSA < Resource management

Synopsis < Digital media has become central to communication plans. Posting and sending emails can seem like the end goal but that is only a part of the process. The most important question to ask in your digital marketing is, “Did this communication, whether a post or email, serve its purpose?” Posting with purpose enables you to track the return on investment of your efforts. In this session, participants will learn how to craft their messages in line with their goals, how to create a comprehensive campaign and how to track success.

Bio < Best described as a “Citizen of the World,” whether in the U.S. or abroad, LaShaundra McCarty aims to positively impact the lives of those she encounters. Upon returning to the States after a stint in South Africa, she found herself fighting for space in a crashing market. After fruitless job-hunting during the height of the recession, she stopped asking for a job and created her own opportunity by entering the world of speaking and training on leadership development and social/digital media marketing. Since 2009, she has worked with hundreds of organizations, nonprofits, entrepreneurs and companies to navigate the social media landscape, craft their messages and build dynamic communication teams. For over two years, she used this combination of experiences as the Public Information Officer/Community Relations Manager for the City of Gulfport Mayor’s Office. As the city spokesperson and liaison, she worked to build transformative relationships with the community and partner with the news media to keep the public informed. Her educational background includes a Master of Divinity from Columbia International Seminary, a Master’s in digital media production from Emerson College and a Bachelor’s in radio & television production from the University of Central Florida.

Notes to guide you <



AGENDA

SUNDAY < April 3

1 to 3 p.m.

State Board Meeting < Boardroom

6 to 8-ish p.m.

Bonfire on the Beach Social < Look for the flames and fun people across Hwy 90

MONDAY < April 4

9 to 10:15 a.m.

Breakfast Keynote < Ballroom

Marshall Ramsey < Learning to Laugh at Change: One Cartoonist's Journey to Resilience

10:30 to 11:30 a.m.

Breakout Sessions < Bay (1) & Harbor Rooms (2)

#1/Christie Jones Lawrence < Leading Through Crisis

#2/Sophie McNeil Wolf < Hindsight Is 20/20: Making Communications ADA Accessible

11:45 a.m. to 1 p.m.

Lunch Keynote < Ballroom

David McRaney < How Minds Change

1:15 to 2:15 p.m.

Breakout Sessions < Bay (1) & Harbor Rooms (2)

#1/James Coll, Ph.D. < Communications Crisis on Campus: The Public Relations Strategies, Tactics, and Results of Mississippi's Leading Universities in Response to the State Flag Debate

#2/Lacy Thompson < PR That's Out of This World

2:30 to 3:30 p.m.

Breakout Sessions < Bay (1) & Harbor Rooms (2)

#1/Christen Duhé, APR < Morally Speaking: Applying Ethics in Public Relations

#2/LaShaundra McCarty < Posting With Purpose

6 to 6:30 p.m.

PRism Awards Reception < Ballroom Prefunction

6:30 to 8:30 p.m.

PRism Awards Banquet < Ballroom

TUESDAY < April 5

9 to 10:15 a.m.

Breakfast Keynote < Ballroom

Kristina Hendrix, APR < Chaos and Confusion OR Synergy and Integration

10:30 to 11:30 a.m.

Breakout Sessions < Bay (1) & Harbor Rooms (2)

#1/**Samantha McCain, APR** < If You Build It, They Will Come:

Crafting a Media Relations Strategy That Creates Results

#2/**Brittney Dykes, M.S.** < Quit Sharing Random Content:

A Four-Pillar Approach to Social Media Planning

11:45 a.m. to 1 p.m.

Lunch Keynote < Ballroom

Lauren Haydel < Making it Work Against All Odds

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Southern Public

Relations Federation



EVENT < Monday, April 4
6 to 6:30 pm < Reception
6:30 to 8:30 p.m. < Ballroom

2022 PRism Awards

Jonathan Brannan
< Emcee



Recognizing the Guiding Lights of Mississippi Public Relations

About the PRism Awards < The PRAM PRism Awards Program began in 2003 as a way to honor and recognize outstanding work product in the field of public relations by practitioners within the state of Mississippi. Entries are judged by a reciprocal public relations chapter outside the geographical boundaries of the Southern Public Relations Federation — Mississippi, Alabama, Florida and Louisiana.

Each entry is evaluated on its individual merit and scored on its adherence to the four-step RPIE process. The top programs and projects are honored with PRism Awards, while other notable entries are recognized with Awards of Excellence and Certificates of Merit.

After the initial round of judging is complete, a panel of three APRs comparatively rank the PRism-winning entries in each tier to select the Best of Tier winner for long-term programs, short-term programs, and tactical projects. Once a winner is selected in each tier, the judges comparatively rank those three entries to determine the Best of Show winner.

Bio < Jonathan Brannan is the Senior Communications Writer at Ingalls Shipbuilding after five years with WLOX. A 2012 graduate of Southern Miss, he's appeared in several films and commercials, including as a Treblemaker in the film *Pitch Perfect*. He sings regularly with jazz combos and the Coast Big Band and been cast in the lead role in dozens of musical theatre performances in the south, including Sky in *Mamma Mia*, Gaston in *Beauty and the Beast*, Rolf in *The Sound of Music* and Larry in the Sondheim musical, *Company*. You can catch Jonathan emceeding events across the Coast including Mardi Gras balls, galas, and other celebrations or being silly with his family on social media.

In 2020, Jonathan was named Wahl Man of the Year in a nationwide contest for having the "Most Talented Beard in America." He and his wife of 10 years, Alyssa, used the winnings to fund the adoption their newborn son, Oliver. They are also the proud parents of their seven-year-old daughter, Eden.

2022 PRAM PRism Awards Banquet

Welcome

Amanda Parker

2020-21 Leadership Award

Recognizing new APRs from 2021

Christian Patterson, APR+M

Announcement of Awards

Jonathan Brannan < emcee

2022 Professional Achievement Award

2022 PRAM PRism Awards

Winners in Tiers 1, 2 and 3

2022 Best of Tier Winners

2022 Best of Show Winner

Note to all the PAA, PRism and Best of winners

Please remain following the ceremony for group pictures
with your new hardware.



New PRAM APRs in 2021



Accreditation in Public Relations (APR) is a two-part voluntary credential program for communications professionals. It is designed to demonstrate knowledge of the critical advanced PR and communications skills that deliver value in organizations large and small. APR is a true measure of excellence in the communications profession.

The APR credential demonstrates professional competence, excellence in the practice of public relations and communications, and a commitment to ethical practices. APR, the essential PR credential, administered by the Universal Accreditation Board (UAB), is the key to a next-level personal PR strategy demonstrating proficiency in the industry. Attaining the APR can define and catapult your professional brand and practice.

These four practitioners earned their accreditation in 2021, joining a cohort of leading professionals.



Jennie Bradford Curlee, APR



Leah R. H. Robinson, APR



Kat Romero, APR



Jae-Hwa Shin, Ph.D., APR

2022 PRAM Professional Achievement Award

The Professional Achievement Award (PAA) is PRAM's top honor and recognizes excellence in the field of public relations. It is presented annually to a member whose accomplishments have made a significant contribution to the field of public relations. Recipients embody the highest degree of professionalism, serve their communities, are committed to advancing the profession and have outstanding achievements in the practice of public relations.

Each PRAM chapter is responsible for nominating one member who exemplifies professional achievement in the public relations field. The nominee must have 10 or more years of public relations experience.

A panel of public relations practitioners evaluate the nominations and make a selection based on the nominee's career achievement, professional service, community service and continuing education. Accreditation in Public Relations (APR) is not required, but the APR designation, with appropriate supporting documentation, earns bonus points toward the final score.

PREVIOUS HONOREES

* Denotes PAA recipients who have also received the Professional Achievement Award from the Southern Public Relations Federation.

2021: **Tracy Yanez, APR*** < Mississippi Beach

2020: **Christen Duhé, APR** < Mississippi Beach

2019: **Checky Herrington, APR, PRSA Fellow***
< Starkville/MSU

2018: **Christian Patterson, APR+M*** < Central

2017: **April Lollar, APR** < Mississippi Beach

2016: **Samantha McCain, APR** < Pine Belt

2015: **Mara Hartmann, APR** < Central

2014: **Robin Street, APR*** < Oxford/Ole Miss

2013: **Mary Cracchiolo Spain, APR***
< Mississippi Beach

2012: **Lea Ivey Stone, APR*** < Mississippi Beach

2011: **Susan Christensen, APR** < Central

2010: **Ron Barnes, APR** < Mississippi Beach

2009: **Kristie Aylett, APR***
< Mississippi Beach & Gulf Coast

2008: **Kurt Brautigam, APR** < Mississippi Beach

2007: **Caron Blanton, APR** < Central

2006: **Richard Paul Maxwell**
< Mississippi Beach

2005: **Carl Crawford, APR** < Central

2004: **Terry Hines-Smith** < Mississippi Beach

2003: **Shelia White** < Mississippi Beach

2002: **Myron Webb** < Mississippi Beach

2001: **Sheila Skipper, APR** < Central

2000: **Yvonne Sorge, APR** < Central

1999: **Dr. John E. Forde, APR, Fellow PRSA***
< MSU/Starkville

1998: **Dr. Deiedre McGowan, APR, CAE***
< Central

1996: **Janice Gough Baddley** < Central

1995: **Danny Gardner** < MSU/Starkville

1992: **Philip Shirley, APR*** < Central

2022 PRAM Professional Achievement Award Nominee

Matt Martin, APR

Owner, Creative Director & Centerfielder
< MightyPenguin Design



Matt Martin, APR, is the owner, creative director and centerfielder for MightyPenguin Design, an imaginative and innovative source of creative, clever and unconventional advertising, photography, graphic design and public relations solutions.

MightyPenguin Design's nationally recognized, award-winning work has a distinctive look and feel, garnering numerous ADDY®s, PRisms, Lanterns, Maggies and even a glorious golden cell phone, for a host of regional, national and international clients.

Matt began his career earning a Bachelor's in English from Marist College in Poughkeepsie, N.Y., and a Master's in creative writing from the University of Southern Mississippi, while feeding the news hole at several newspapers. Now recognized as a Senior Practitioner by SPRF for his more than 25 years of experience in PR, he keeps his prose fresh and dope by teaching English composition at Pearl River Community College and was recently honored as the Bud Kirkpatrick Practitioner of the Year by the PRAM's Pine Belt Chapter.

He's served as the President of the Board of Directors for several professional and non-profit organizations, including two terms as the President of PRAM's Pine Belt Chapter. He currently serves as the Vice President of Programs for PRAM's state organization and the Lantern Chair for SPRF.

Matt lives in Hattiesburg with his wife Jennifer, where they share duties as Hand to Khaleesi and Tormund, their rescue kitties.

2022 PRAM Professional Achievement Award Nominee

Patti Page Wade, APR

Director of Marketing and Communication
< Jackson Academy



Patti Page Wade, APR, has spent the majority of her career in education and health care. Since 2013, she has served as Director of Marketing and Communication at Jackson Academy, a 1,200 student K3-12th grade college preparatory school in Jackson, Mississippi.

Wade has 20 years of experience in higher education, having served in faculty and staff roles, most recently as Director of Communications and Marketing for Millsaps College in Jackson, Mississippi. Prior to working at Millsaps for 11 years, she taught public speaking at Copiah-Lincoln Community College. During this time, she also offered marketing communications consulting for central Mississippi businesses. Before working in education, she led marketing and public relations departments in healthcare. Wade is scheduled to teach dual enrollment public speaking through Belhaven University in the fall.

She holds a Bachelor's in journalism and a Master's in public relations from The University of Southern Mississippi, with additional graduate coursework through Millsaps College. Her most memorable roles in public relations include leading a media initiative that resulted in a National Geographic documentary for Millsaps College, coordinating the development of a center for the treatment of arthritis for Hattiesburg Clinic, helping lead the development of a mission statement for Jackson Academy, and creating early hospital television advertising when advertising in healthcare was just getting started.

Wade was the 2021 president of the Southern Public Relations Federation and a past president of the PRAM. She resides in Flowood, Mississippi, and is a member of the United Methodist Church.

SPEAKER < Tuesday, April 5
9 to 10:15 a.m. < Ballroom

Kristina Hendrix, APR

Group Communications Director
< Dynetics, Inc.



Chaos and Confusion
OR Synergy and Integration

KSA < Organizational skills

Synopsis < Have you felt like you are juggling numerous balls, all your browser tabs are open and there is some music playing somewhere? Chaos and confusion can easily be a part of a PR practitioner's life. Kristina is going to share with you tips that will help you to breath a little easier, integrate the communication disciplines and show your boss that you can create synergies across the organization.

Bio < Kristina Hendrix, APR, is an award-winning, veteran communication strategist with nearly two decades of experience with the Department of Defense, NASA and private industry. She is the Group Communications Director at Dynetics, Inc. (a Leidos subsidiary), where she leads all internal and external communications for the corporation's national defense and space exploration hardware programs. Hendrix is a past president of PRCA and SPRF and the 2016 SPRF Professional Achievement Award recipient.

Notes to guide you <



SPEAKER < Tuesday, April 5
10:30 to 11:30 a.m. < Bay Room

Samantha McCain, APR

Chief Communications Officer
< City of Hattiesburg



If You Build It, They Will Come: Crafting a Media Relations Strategy That Creates Results

KSA < Media relations

Synopsis < Strategic media relations has evolved tremendously throughout time. From cold-call pitches and emails to building strong relationships with multimedia journalists and natively sharing news, the checklist can often be daunting without the right approach. This session will look at how the City of Hattiesburg strategically engages with media, resulting in consistent coverage for each local news network. Participants will also take home strategies that can be implemented easily – like deciding what constitutes a notice or a press release, how to build out an online newsroom that works, how to approach multiple topics in a week and how to work with partners to adequately share the media pie.

Bio < Samantha McCain is the chief communications officer for the City of Hattiesburg, which includes the Mayor's Office and its nine city departments. She's an accredited public relations professional with 15 years of experience in the communications industry, with time spent across a variety of industries including nonprofit, education, health care, agency and government. Daily, she uses her skills and talents to communicate the stories of Hattiesburg – a premier city in the Gulf South – to its citizens, workforce and visitors. When she's not at work, she can be found working out, spending time with those she loves and wrangling Milo, her mischievously cute and not-so-cuddly puppy. The way to her heart includes copious amounts of coffee and bourbon, in that order, and quiet moments to recharge.

Notes to guide you <



SPEAKER < Tuesday, April 5
10:30 to 11:30 a.m. < Harbor Room

Brittney Dykes, M.S.

Communications Coordinator
< DuBard School for Language Disorders



Quit Sharing Random Content: A Four-Pillar Approach to Social Media Planning

KSA < Planning / Implementation

Synopsis < Social media content is all-too-often categorized as a simple tactic in our marketing plans. We gauge social media success on organic reach and engagement rates. But what are telling viewers about our organization?

Based on the structure of a business, one account can reflect posts from five various campaigns within a month's time. Each post has a different goal and a different emphasis – the only consistency is the company's logo. Social media managers are often stuck with a hodge-podge of content to span out over a period of time. What happens between those posts? How do organizations fill their social media calendar in the in-between? Are they scrambling for "filler content" or realizing a week later that their social media presence has been silent?

This session will discuss a four-pillar process I have developed that will help ensure an organization's social media efforts aren't just funneled tactics but are instead the product of strategic, goal-driven content. By examining four key messages of the organization and developing simple, weekly posts to coordinate with those messages, social media managers can develop a year-long tactical approach to their planning.

Bio < Brittney Dykes is the Communications Coordinator for the DuBard School for Language Disorders at The University of Southern Mississippi. As a department of one, she promotes the school through storytelling, community engagement, friend-raisers and maintaining an online presence. Brittney has over 15 years of experience in communications, marketing and public relations. She earned a Master's in public relations and a Bachelor's in journalism from The University of Southern Mississippi.

Notes to guide you <



SPEAKER < Tuesday, April 5
11:45 a.m. to 1 p.m. < Ballroom

Lauren Haydel

Big Chief

< Fleurty Girl



Making it Work Against All Odds

KSA < Leadership skills

Synopsis < The story of how Lauren Haydel took an idea with odds stacked against her and turned it into a multi-million dollar company.

Bio < Lauren Haydel is the owner and founder of Fleurty Girl. It is a successful boutique brand based in New Orleans that she started in 2009 using \$2,000 from her income tax refund check when her house was headed into foreclosure. Today, it is a multi-million dollar company with eight locations and 70 employees. Her story is one of pure determination with heart and hustle to achieve dreams without time or money.

Notes to guide you <



2022 PRAM Student of the Year Award

PRAM's Student of the Year Award is bestowed to one student annually who exemplifies the professionalism, goals and ideals of the public relations profession. The Student of the Year receives a \$1,000 scholarship presented by CSpire. A second student is named the Greg Raimondo Outstanding PR Student and receives a \$500 Scholarship from PRAM and PRAM River City.

Eligible students meet the following requirements:

- (a) must be an undergraduate at a Mississippi university or college that offers at least one course with the words 'public relations' in the course title,
- (b) must be a full-time student,
- (c) must have completed at least one course with the words 'public relations' in the title by the end of December of the year he or she is nominated, and
- (d) must be a public relations, communication, journalism or marketing communications major. Each applicant's score is based on academic excellence and academic honors, along with public relations activities and experience; campus involvement plus community activities; and the articulation of future goals and a letter of recommendation from the student's nominating professor/instructor.

2022 Student of the Year Nominees

Flora Dedeaux < Mississippi State University

Major: Communication (PR and Broadcast)

Minor: Marketing

Olivia Rose Flax < University of Mississippi

Major: Integrated Marketing Communications
and Public Policy Leadership

Minor: General Business

Olivia Hunter < Mississippi State University

Major: Communication (PR)

Minor: Management

Laken Laird < Mississippi State University

Major: Communication (PR)

Sophia Musso < University of Mississippi

Major: Integrated Marketing Communications
(PR Specialization)

Minor: General Business



PREVIOUS HONOREES

2021

Student of the Year

Karie Pinnix < Mississippi State University

Greg Raimondo Outstanding PR Student

Abbie Kate Hancock < Mississippi State University

2020

Student of the Year

Marisa Laudadio < Mississippi State University

Greg Raimondo Outstanding PR Student

Karsyn King < University of Mississippi

2019

Student of the Year

Kali Hicks < Mississippi State University

Greg Raimondo Outstanding PR Student

Davis Roberts < University of Mississippi

2018

Student of the Year

Taylor White < Mississippi State University

Outstanding PR Student

Lauren Case < Mississippi State University

2017

Student of the Year

Rachel Anderson < The University of Mississippi

2016

Student of the Year

Kathryn Duke < University of Southern Mississippi

Outstanding PR Student

Tori Lynn Olker < University of Mississippi

2015

Student of the Year

Christine B. Bowman < Mississippi State University

Outstanding PR Student

Chelsea E. Dillard < Mississippi State University

2014

Student of the Year

Ashley Dillard < Mississippi College

Outstanding PR Student

Karelia Schmitz < University of Southern Mississippi

2013

No awards conferred

2012

Student of the Year

Kristie Warino < University of Mississippi

Outstanding PR Student

Foster Page < Mississippi State University

2011

Student of the Year

Elizabeth Fine < Mississippi State University

Outstanding PR Student

Erin Parsons < University of Mississippi

2010

Student of the Year

Kayla Bradley < Mississippi State University

Outstanding PR Student

Jennifer Puhr < Mississippi State University

Prior to 2010, PRAM awarded a scholarship to a deserving student nominated by a professor.



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