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FOR IMMEDIATE RELEASE

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**“The Atlanta Post” Names Toni Beckham Among
Nation’s Top African American Public Relations Agents**

SAN FRANCISCO BAY AREA/CENTRAL VALLEY, CA – On January 18, 2011 “The Atlanta Post”—a New York-based national news site targeting African-American business news and politics—listed Toni Beckham, president and CEO of PR, et Cetera, Inc., among the nation’s Top African American Public Relations Agents. PR, et Cetera, Inc. is a full-service public relations and marketing communications firm that Beckham established in 1999, prior to leaving her position as Investor Relations Manager for a large Silicon Valley electronics company. “I am surprised and excited to learn the news,” said Beckham after first learning of her mention when she received a congratulatory email from a PR associate. “I am honored to have been included among such accomplished professionals.”



Toni Beckham, pres./CEO
PR, et Cetera, Inc.

Best known for her representation of prominent San Francisco Bay Area clients, Beckham’s company also serves the communications needs of small public, privately held and non-profit organizations throughout the Bay Area and beyond. Specializing in written materials and custom e-marketing promotions, PR, et Cetera, Inc. addresses nearly all business and personal communications needs including press releases, biographies, and sponsorship solicitation letters, while using her technical writing skills to assist clients in writing text for new product offerings, corporate profiles, and more.

Without having learned of “The Atlanta Post” article, Julia Hare, Ph.D., best-selling author, clinical psychologist, and one of “Ebony” magazine’s “Power 150: The Most Influential Blacks in America,” emailed the following message to Beckham on January 18th. “Toni, you still GOT IT GOING ON. We are so honored to have your expertise, motivation, incentive, inspiration, drive and enthusiasm. You are the intellectual multi-millionaire of our community. Because of you, ALL the “Gumbo for the Soul” books will be purchased (*referring to the “Gumbo for the Soul” anthology series*).”

Dante Lee, award-winning business coach, Lee Moss Media co-founder, and best-selling author of “Black Business Secrets: 500 Tips, Strategies, and Resources for the African American Entrepreneur,” has said of the talented PR professional, “Toni is a very experienced PR specialist. She is knowledgeable, very professional, and highly valued in the public relations industry. She has been a client of mine for several years, and I’m glad to have the opportunity to work with her.”

The Atlanta Post Article The Atlanta Post Article Tells the Tavis Smiley Story
[\(http://atlantapost.com/2011/01/18/top-african-american-public-relations-agents/8/\)](http://atlantapost.com/2011/01/18/top-african-american-public-relations-agents/8/)

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ABOUT TONI BECKHAM

Recognized as one who contributes to and advocates for her community, Beckham is a recipient of the Dr. Mary McLeod Bethune Community Service Award, presented to her by the National Council of Negro Women, Inc. in recognition and appreciation of her community volunteerism within the business environment; a certificate of recognition from California State Assemblyman Darrell Steinberg for outstanding contributions to business development and dedication to volunteerism; the KNTV NewsChannel 11 "Spirit of Excellence" Award in recognition of community service as a volunteer tutor; the Diversity Spirit Achievement Award presented by The Diversity Recruiters Network.org and City Career Fair Productions for leadership and active support of diversity in the community and workplace; and Ethnic Media Award presented by Bay Area Black United Fund, Inc. (BABUF) in recognition of excellence in Electronic Media for promotion of its signature African American Health Summit and Expo, and educating the African American community about its health crisis and healthcare disparities.

Always happy to put pen to paper, Beckham's writings on such ominous topics as black adoption, adult literacy, and mental illness have been published in "CityFlight Newsmagazine" and the "Alliance Star," a periodic journal produced by the "Alliance for Community Care"—a community organization that provides treatment, rehabilitation and services to individuals recovering from emotional and mental illness. Beckham is also a literary contributor to the award-winning anthology "Gumbo for the Soul: The Recipe for Literacy in the Black Community" and the recently published "Gumbo for the Soul: Women of Honor."

Beckham holds memberships in several national and local civic and professional organizations including National Public Relations Society of America (PRSA), Public Relations Society of America - San Francisco Bay Area Chapter, Bay Area Black Journalist Association (BABJA) and Tracy Chamber of Commerce. She also serves on the Board of Directors for Tracy African American Association, LLC, for which she holds the position of Chief Information Officer.

"Toni" Giovanette Beckham has resided in or near the San Francisco Bay Area for 35 years. Currently living in the Tracy, CA area, the Chicago native has two adult daughters and one very lovely and bright 16-year-old granddaughter.

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