

PEOPLES FINANCIAL CORP /MS/  
Form 8-K  
August 25, 2011

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549  
FORM 8-K  
CURRENT REPORT PURSUANT  
TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934  
Date of Report (Date of earliest event reported) August 25, 2011  
PEOPLES FINANCIAL CORPORATION  
(Exact Name of Registrant as Specified in its Charter)  
Mississippi  
(State or Other Jurisdiction of Incorporation)**

01-12103

(Commission File Number)

152 Lameuse Street Biloxi, MS

(Address of Principal Executive Offices)

64-0709834

(IRS Employer Identification No.)

39530

(Zip Code)

(228) 435-5511

(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instructions A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act ( 17CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

Long-time member of the board of directors of Peoples Financial Corporation (the Company ) Lyle M. Page passed away on July 22, 2011. At a meeting of the board of the Company on August 24, 2011, Jeffrey H. O Keefe was appointed to complete Mr. Page s one year term. Mr. O Keefe has served on the Company s bank subsidiary board since 1986. He has also been appointed to serve on the audit and compensation committees of the Company.

On August 25, 2011, Peoples Financial Corporation issued a press release announcing this event.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

99.1 Press release issued by Peoples Financial Corporation dated August 25, 2011, Biloxi Business Leader Jeffrey O Keefe Is Elected to Board of Directors of Peoples Financial Corporation.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: August 25, 2011

PEOPLES FINANCIAL CORPORATION

By: /s/ Chevis C. Swetman  
Chevis C. Swetman  
Chairman, President and CEO