



May 2016



## Message from the President

Dear SPRF Members,

How can May already be here?!?! The months are flying by us and SPRF's Board of Directors are gearing up for a fantastic summer and fall.

In April, our Universal Accreditation Board Representatives Adam Kelley, APR (PRCA) and Caron Blanton, APR (PRAM) traveled to New York for a board meeting. The UAB recently launched the "It Takes a Pro" campaign to promote Accreditation in Public Relations. Take a look at the campaign and share with those in our profession to encourage accreditation - the more who know, the better it serves everyone in our profession. The campaign can be viewed [here](#). This is the first marketing campaign to promote APR. In addition, the National Association of Government Communicators has joined the UAB. We are now, thru the UAB, connected to more than 25,000 other PR professionals, which is wonderful news for our 1,500 member SPRF organization.

Past President Kristie Aylett, APR, Fellow PRSA, is the chairperson for our Southern Public Relations Hall of Fame. She is currently seeking nominations for this prestigious award. While any member, member organization or chapter may nominate someone, the nomination form requires the signature of the local chapter president to ensure that the chapter is aware of the nomination and to allow the chapter to provide support for the nomination and recognition of the honoree.

**The deadline to enter is May 27. You can find the nomination form and nominee criteria on [www.sprf.org](http://www.sprf.org).** The Hall of Fame Induction Ceremony will be held on Friday, Aug. 5, 2016 on the Mississippi State University Campus in Starkville. I hope you will mark your calendar to join us for this special occasion!

President-Elect and Conference Chair Leigh Perry Herndon and her team are spending many hours planning a conference that you will definitely be beneficial and enjoyable. The speaker lineup is being finalized, so [Register Now](#). This year beautiful, sunny Sandestin, Fla., will serve as the conference location, and online registration is now available for hotel rooms. We are

## UPDATE YOUR MEMBERSHIP PROFILE

As we begin 2016, please take a moment to update your profile in the SPRF membership directory.

Here are instructions for all members:

1. In the top right-hand corner of SPRF.org, click on "Login"
2. Your username is your email
3. To set your password, click on "Forgot Password?" and follow the instructions
4. When you first log-in,
5. Click on "Edit Profile" and update all fields with your current information and click Submit.

It is important for all members to log in and edit their profile with current information. This keeps all members' information up to date in the member directory.

\*If your username/email does not come up, please contact your chapter or state membership chair or email the SPRF VP Membership Kathy Newby. You will receive an email with your username and password once it is set-up. Once you log in, follow the above steps.

If you do not receive your verification code, first check your spam/junk folder. If it still does not come through, please email Kathy to have it be manually set-up.

## 2016 BOARD OF DIRECTORS

### President

Jennifer Jenkins, APR, PRCA  
Mobile

### President-Elect/Conference Chair

Leigh Perry Herndon, PRCA  
Mobile

### VP Membership

Kathy Newby\*, ECPRO

### VP Professional Development

Ron Barnes, APR, PRAM MS  
Beach

### VP Accreditation

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Mobile

### VP Communication

Sarah Clancy, PRAL Central

### VP Student Services

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### Secretary

Gretchen Hirt, PRAL New Orleans

### Treasurer

Micah Walker, PRAL Central

### Past President

Kristie Aylett, APR, Fellow PRSA,  
PRAM MS Beach

### Members-At-Large

Josh Till\*, PRCA Birmingham  
Kathy Bowers, PRCA  
Birmingham  
Lorri Freeman, APR, PRAM Gulf  
Coast

pleased to have negotiated great rates on two room types at The Grand Sandestin, located in the Village at Baytowne Wharf. A studio room is \$135 (\$167.70 with tax and resort service fee) and a 1 bedroom condo is \$155 (\$192.56 with tax and resort service fee) per night. To learn more about all the amenities at Sandestin visit their [website](#).

Do not delay booking your accommodations, as this rate is only available under the SPRF group block rate. To make reservations, go to:<http://www.Sandestin.com/23I20Z.aspx> or call 800.320.8115. The group code is: 23I20Z. The rate is available from Friday, Sept. 16 through Thursday, Sept. 22.

Finally, I encourage you to enter our individual and chapter awards competitions. These competitions are a wonderful way to be recognized for all of the accomplishments you, your company, and your chapter have done. If there is anything that your SPRF can do to help support your local chapter or if you have ideas to help make SPRF, please reach out to me. We want to be the best supporting professional organization.

Best,  
Jennifer Jenkins, APR  
2016 SPRF President  
[jjennifer@jjpragency.com](mailto:jjennifer@jjpragency.com)

## SPRF Lantern Awards are now open!

Don't miss this opportunity to have your work recognized on a regional level.

The entries are judged on their individual merit by nationwide PR practitioners. The awards program offers three levels of recognition, including Certificates of Merit, Awards of Excellence and Lantern Awards. From those, the judges also select the Best of Show Award and up to two Judges' Choice Awards.

The deadline for entries in the 2016 Lantern Awards program is July 15. Eligible entries must have been produced between May 1, 2015 and April 30, 2016.

Entries submitted prior to July 1, 2016, will be \$55 per entry. Entries submitted between July 1 and July 15 will be \$65 per entry. A professional member who submits and pays for three or more entries at one time will receive a \$5 discount per entry (\$50/\$60). All student entries will be \$20 per entry. There will be no additional extended deadline. All materials will be submitted via an online entry website only; NO binders will be accepted.

The Lantern Awards use an online awards management system.

Research = up to 500 words  
Planning = up to 250 words  
Implementation = up to 500 words



Coast

Ken Hair, ECPRO, APR

Erin Parsons Garrett, APR, PRAM

Central

Ginger Guttner\*, APR, PRAL

Baton Rouge

### Ex Officio Members

Kim Collins, APR, Association  
Assistant

Caron Blanton, APR, Universal  
Accreditation Board

Representative

Adam Kelley, APR, Universal  
Accreditation Board

Representative

\*State President

Evaluation = up to 250 words

[Enter here!](#)

Contact Ginger Guttner, APR, at [ginger@lsu.edu](mailto:ginger@lsu.edu) if you have any questions.

## Students: Conference Savings!

### For students:

On the afternoon of Sunday, Sept. 18 the conference will offer sessions designed specifically for college students followed by a reception where students can network with professionals.

Students may choose to attend the entire conference at a discounted rate or select a Sunday/Monday registration only.

· **Full conference registration for students is \$250 (includes Sunday/Tuesday, except for awards dinner)**

· **Sunday and Monday only conference registration for students is \$150**

Go to <http://sprf.org/index.php/2015-05-17-17-07-34/annual-conference> to register. You can also book rooms at a special SPRF rate. Reserve your room today!

## PRCA: Conference Recap

More than 130 public relations professionals and students gathered in Auburn, Ala., on April 20 for the PRCA annual state conference. This year's theme was "Game Changers," and featured presentations from several nationally known speakers in a new one-day format. The keynote speaker was Jason Shen with Etsy, who delivered a powerful presentation of becoming a winner in today's competitive world in both individual and team environments.

A highlight of the conference was the presentation of PRCA's annual awards. Taylor Ennis of Auburn University was named Student of the Year, while the student chapter at the University of North Alabama was named Student Chapter of the Year. Dan Meissner of the West Alabama was named Educator of the Year. In the professional awards, the North Alabama Chapter was named Chapter of the Year, and North Alabama chapter member Kristina Hendrix, APR, was named the recipient of this year's Professional Achievement Award.

## Senior Practitioners WANTED 2016 Senior Practitioner Guidelines

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Each year, SPRF member organizations (ECPRO, PRAL, PRAM, and PRCA) and their respective chapters are invited to identify up to two professionals per local chapter to be recognized as SPRF Senior Practitioners. The Senior Practitioner designation was established to honor members of SPRF who are recognized for their

designation was established to honor members of SPRF who are recognized by their peers as veteran public relations professionals with high ethical standing. Recipients of this designation are announced at the SPRF annual conference.

Guidelines for Nomination:

1. Nomination and selection is made by each local chapter based on criteria set by the Southern Public Relations Federation. To receive the designation "Senior Practitioner," a recipient must meet three of the following four criteria:

- 15 years of full-time public relations experience
- Accreditation by a UAB member organization
- Officer or board member at chapter, state or SPRF level
- Recognition of professionalism as evidenced by such awards as Professional Achievement Award, Lantern Award or similar honor.

2. Nominees may be designated as a senior practitioner only one time in their career.

3. Submit nominations via e-mail to: Ron Barnes, APR, VP Professional Development, [ronbarnes@coastepa.com](mailto:ronbarnes@coastepa.com). (You can find the form on our website or email Ron for a copy.)

4. Deadline - Nominations must be received by Friday, July 29, 2016.

5. If you have questions or need more information, please contact Ron at 228-363-7338 or [ronbarnes@coastepa.com](mailto:ronbarnes@coastepa.com)

To view a list of past designees, go to: <http://www.sprf.org/index.php/awards/senior-practitioners>

## Southern PR Hall of Fame Nominations Due May 27

**The Southern Public Relations Federation is accepting nominations for induction into the Southern Public Relations Hall of Fame. Induction into the Hall is intended to identify leaders in our industry who should be recognized and honored for their extraordinary achievements, accomplishments and contributions to their organizations, communities and the public relations profession.**

**This year's induction ceremony is scheduled for Friday, Aug. 5, in Starkville, Mississippi. Members of the Hall of Fame will also be recognized during the SPRF conference, Sept. 18-20 in Sandestin, Florida.**

**For more information, visit the SPRF website for the nominating guidelines. The deadline for nominations is Friday, May 27, 2016. If you have questions or need additional information, please contact Kristie Aylett, APR, Fellow PRSA, SPRF Past President and Hall of Fame chair, via email at [ka@kardconsulting.com](mailto:ka@kardconsulting.com).**

## Get Recognized for Your Expertise

**With so thorough a process, the APR credential is both a professional**

With so thorough a process, the APR credential is both a professional and personal achievement - a badge of drive, capabilities and dedication. Receiving this Universal Accreditation Board (UAB) administered recognition demonstrates your proficiency and alignment with best public relations practices and knowledge that will take you to the next level in your career. In the career market, you can distinguish yourself communicating a superior breadth of experience, depth of industry knowledge and passion for public relations with just three letters.

Learn more about becoming an APR through your local chapter representative or visit [www.praccreditation.org](http://www.praccreditation.org)

## Registration Now Open for 2016 SPRF Conference - Meet us in Destin

Make plans now to attend the Southern Public Relations Federation conference in Sandestin, Fla., Sept. 18-21. Registration is now open online and the early bird rate to attend this year's event is \$450. Go to <http://sprf.org/index.php/2015-05-17-17-07-34/annual-conference> to register. Also, rooms can now be booked at the beautiful Sandestin resort for a deeply discounted rate using the SPRF group rate. Do not delay booking your accommodations, as these rooms are sure to sell out early. To make reservations, go to: <http://www.Sandestin.com/23I20Z.aspx> or call 800.320.8115. The group code is: 23I20Z. The rate is available from Friday, Sept. 16 through Thursday, Sept. 22.

The conference committee has been meeting, and expects to release the speaker schedule within the next month. Check back on the website and social media for details.







**SPRF Conference 2016  
Sponsorship Commitment Form**

\_\_\_\_\_ Yes, I am interested in sponsoring the 2016 SPRF Conference at a level of:

- \_\_\_\_\_ Platinum \$2500
- \_\_\_\_\_ Gold \$1500
- \_\_\_\_\_ Silver \$1000
- \_\_\_\_\_ Chrome \$ 550
- \_\_\_\_\_ Bronze \$ 250
- \_\_\_\_\_ Copper \$ 100
- \_\_\_\_\_ Exhibitor A \$ 750
- \_\_\_\_\_ Exhibitor B \$ 350
- \_\_\_\_\_ In-Kind: (details and value) \_\_\_\_\_

Following is the sponsoring company's information for invoicing:

NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

Please return commitment form via email to:  
Jennifer Jenkins, APR - SPRF President [jennifer@jjpragency.com](mailto:jennifer@jjpragency.com)

Checks should be made payable to SPRF Conference

*Founded in 1972, Southern Public Relations Federation (SPRF) is a regional network of nearly 1,500 public relations professionals from Mississippi, Alabama, Louisiana and north Florida who share a common interest in the public relations profession. SPRF exists to further the professional and networking interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations. Along with networking, SPRF serves to advocate on behalf of and assist its members through ongoing professional development and defining ethical behavior.*

*SPRF, along with eight other regional and national public relations organizations, is a participating member of the Universal Accreditation Board (UAB), the national body which administers the Accreditation in Public Relations (APR) mark. Members certified as APRs have successfully demonstrated competency in the knowledge, skills and abilities required to practice public relations effectively in today's business arena.*

SPRF wants your chapter news! No matter how big or small, please make it a habit to send your chapter news to SPRF for the monthly newsletter and posting region-wide. Make sure to check out the latest SPRF news on our website at [www.sprf.org](http://www.sprf.org).

Send us your job postings, new positions, chapter or member news at [sarah.clancy@hcahealthcare.com](mailto:sarah.clancy@hcahealthcare.com).

Sarah Clancy  
VP Communications  
Southern Public Relations Federation

**STAY CONNECTED**



[www.sprf.org](http://www.sprf.org)