

WELCOME

to the Show



2019 SPRF Annual Conference
Perdido Beach Resort
Orange Beach, AL
9.29 • 10.1

MICAH WALKER

2019 SPRF President



2019 SPRF Annual Conference
Perdido Beach Resort
Orange Beach, AL
9.29 • 10.1

THANKS

to our sponsors

PLATINUM SPONSOR



SILVER SPONSORS



MATT MARTIN

2019 Lantern Chair



2019 SPRF Annual Conference
Perdido Beach Resort
Orange Beach, AL
9.29 • 10.1



SPRF ²⁰¹⁹ **Lantern Awards**
Perdido Beach Resort • Orange Beach, AL

Illuminating the best in Gulf South Public Relations





The background of the entire image is a photograph of a tall, white lighthouse at night. The lighthouse is illuminated from within, and its light is visible at the top. The sky is a deep blue. In the foreground, there are palm trees and a road with light trails from cars, suggesting a long-exposure shot. The text "2019 LANTERN AWARDS" is overlaid on the left side of the image. The year "2019" is in a smaller font, and "LANTERN AWARDS" is in a larger, bold font. To the right of the year is a large, white, stylized graphic of a lantern or a lighthouse tower.

2019 LANTERN AWARDS

SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION











SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION



2019 LANTERN AWARDS



SOUTHERN PUBLIC RELATIONS FEDERATION

Judged by members of PRSA Chicago, each of the 168 submissions were graded on their individual merits by two judges, at least one of whom was accredited in public relations. Entries were scored in each step of the four-step process and judged on their overall creativity. A full accounting of the judging process is listed on the awards website.

LANTERN 2019 AWARD OF MERIT



Entries in the top 75% and ties
earned Awards of Merit.



LANTERN 2019 AWARD OF EXCELLENCE



Entries in the top 40% and ties
earned Awards of Excellence.



LANTERN 2019 AWARD



SOUTHERN PUBLIC RELATIONS FEDERATION

Entries in the top 15% and ties
earned Lantern Awards.



LANTERN 2019 AWARD BEST OF TIER



SOUTHERN PUBLIC RELATIONS FEDERATION

The Best of Tier winners were selected from the top five Lantern winners in each Tier by a panel of three APRs. The William A. Taylor Best of the Show winner was selected from the three Best of Tier winners by the same panel.



**Time to introduce
the 126 Winners**



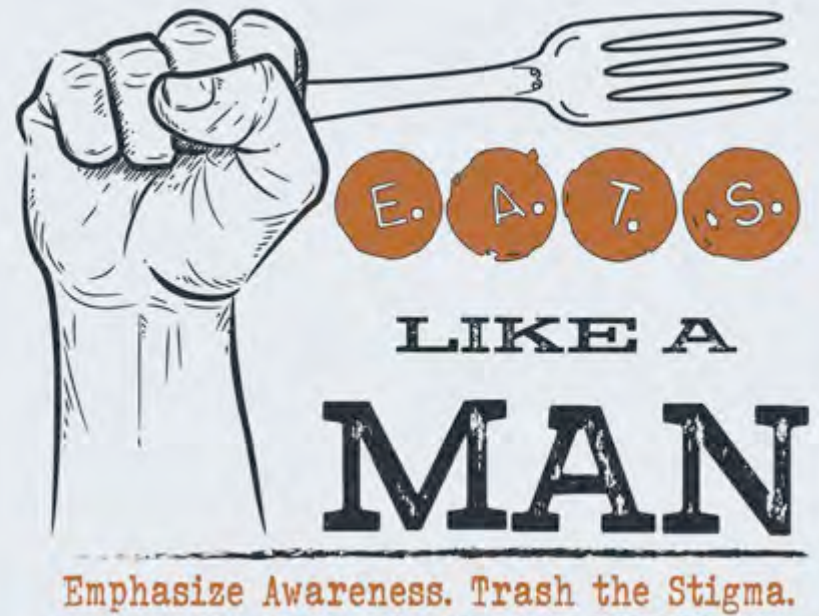
Melissa LaBorde, APR
(voice permitting)



Student // Campaigns

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN
2019 AWARDS
STUDENT CERTIFICATE



Student //
Campaigns

E.A.T.S. Like a Man

Davis Roberts

University of Mississippi

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARDS STUDENT CERTIFICATE

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

Student //
Campaigns

Alabama Hockey
Valentine's Day Handouts
Capstone Agency
Alabama Hockey Client Team



LANTERN 2019 AWARDS STUDENT CERTIFICATE

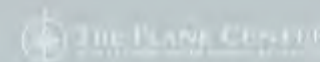


Student //
Campaigns

The Plank Center
Awareness Campaign
Capstone Agency
The Plank Center Client Team

RESEARCH REPORT

THE PLANK CENTER | FALL 2018



LANTERN 2019 AWARDS STUDENT CERTIFICATE



LEARNING IN ACTION

Social Media

Student //
Campaigns

**ELO Campaign Quality
Enhancement Plan**

Capstone Agency

Quality Enhancement Plan Client Team

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARDS STUDENT EXCELLENCE



**SOAR OVER
SUMMER**

Student //
Campaigns

Soar Over Summer
Alexandria Battista
University of Mississippi

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARDS STUDENT EXCELLENCE



Student //
Campaigns

**A Person Alone
Could Be a Person Lost**
Kendall Patterson
University of Mississippi

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARDS STUDENT EXCELLENCE

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

Student //
Campaigns

Higher Education Day "Advocate"
**Social Media Campaign Higher
Education Partnership**
Capstone Agency
HEP Client Team

GET SOCIAL



FIND US ON:

@HigherEdPartners



@ALhighered



@ALHighEd



@HigherEdPartners



LANTERN
2019 AWARDS
STUDENT EXCELLENCE



**GAUGE THE
WAGE**

Student //
Campaigns

Gauge the Wage

The University of Mississippi

Hailey McKee

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARDS STUDENT LANTERN



Student //
Campaigns

**Comprehensive Transplant Institute
Anniversary Campaign**
UAB Medicine
Danielle Deavours

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

Student Projects //

Social Media Management



LANTERN 2019 AWARDS STUDENT CERTIFICATE

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

Student Projects //
Social Media Management

**STARS Leadership and University
Advocates Conference Social Media**
Capstone Agency
HEP Client Team



LANTERN 2019 AWARDS STUDENT EXCELLENCE



Thank you to the Food Bank of Central Louisiana
for donating these yummy watermelons!

Student Projects //
Social Media Management

STARS Leadership and University
Manna House Summer Spotlights

Sarah Catherine LaBorde

Manship School of Mass Communication

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

Student Projects // Special Events

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARDS STUDENT CERTIFICATE



Student Projects //
Special Events

**Alabama Power and University of
Alabama Dance Marathon**
Capstone Agency
Alabama Power Client Team

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARDS STUDENT EXCELLENCE

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

Student Projects //
Special Events

**LessThanUThink Spring 2018
Implementation at Texas A&M**
Capstone Agency
LessThanUThink Client Team

U think
you won't **drop**
your **sunglasses**
in the **ocean**

And you wouldn't. Two drinks ago. It takes LessThanUThink.org



Student Projects // Writing



LANTERN 2019 AWARDS STUDENT CERTIFICATE

A Prime Time FOR Reading

By Sarah C. LaBorde

"What do you think?"

"But you have something to share?" "Speak up, we want to hear what you have to say!"

Building confidence and finding opportunities for self-expression are fundamental parts of growing up, and such opportunities abound during the PRIME TIME Family Reading Program at A.C. Alexander Elementary School in Jefferson Parish.

"The validation of a child motivates them to keep communicating, and that's what we need."

With the decline of communication around the dinner table, families struggle to find time for meaningful conversations, but this program provides just that.

The PRIME TIME reading program, funded by the Louisiana Endowment for the Humanities, gives families a time to connect and improve literacy skills. Children learn through communication, and this program lets the 15 Pre-K student participants express themselves through the discussion and interpretation of a literary experience.

"It is very fun for us and very important – doing something outside the class to keep learning."

"It's more than just reading a book," says Corinna Castron, A.C. Alexander assistant principal and program coordinator. "It is about providing an opportunity for discussion – validating the conversations between an adult and a child. The validation of a child motivates them to keep communicating, and that's what we need."



Photos of coordinators, students and parent participants by Sarah C. LaBorde

Student Projects //
Writing

A Prime Time for Reading

Sarah Catherine LaBorde

Manship School of Mass Communication

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 STUDENT BEST OF SHOW

2019
LANTERN
AWARDS

SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 STUDENT BEST OF SHOW

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

Student Projects //
Graphics

**LessThanUThink Spring 2018
Implementation at Texas A&M**
Capstone Agency
LessThanUThink Client Team



you won't **drop**
your **sunglasses**
in the **ocean**

And you wouldn't. Two drinks ago. It takes LessThanUThink.org



TIER 1

T1: Long Term //
Seven months or more

2019
LANTERN
AWARDS

SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

T1: Long Term // Community Relations & Public Service



LANTERN 2019 AWARD OF MERIT



Mississippi Succeeds Report Card

Search for state, school or district data below.

Go



2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

T1: Long Term //

Community Relations & Public Service

Mississippi Succeeds Report Card

Mississippi Department of Education

Office of Communication

and Government Relations

LANTERN 2019 AWARD OF MERIT

THE NEW ORLEANS ADVOCATE

As of Sunday, all New Orleans public schools are
once again under a single board

BY JESSICA WILLIAMS | J.WILLIAMS@THEADVOCATE.COM JUN 30, 2018 - 7:00 PM



Campers run for the bus home after the Firstline Schools Summer Experiences for Arthur Ashe School and Langston Hughes Academy held at Langston Hughes in New Orleans, La. Thursday, June 28, 2018.
Advocate staff photo by MATTHEW HINTON

T1: Long Term //
Community Relations & Public Service

**Unification of Orleans
Parish Public Schools**
The Ehrhardt Group

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T1: Long Term //
Community Relations & Public Service
Zoo-Greenwood Controversy
BREC Communication Team

LANTERN 2019 AWARD OF EXCELLENCE

**Coast
Electric**



**COMMUNITY
TRUST**

Empowering Our Neighbors

2019
LANTERN
AWARDS

SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

T1: Long Term //
Community Relations & Public Service

Coast Electric Operation Round Up

Janell Nolan, Melissa Russo

April Lollar, Merilee Sands

T1: Long Term // Integrated Communications



LANTERN 2019 AWARD OF MERIT



T1: Long Term //
Integrated Communications

**New Orleans Plantation Country
Group Tour Sales Campaign**

New Orleans Plantation Country
Group Travel Integrated Campaign

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



T1: Long Term //
Integrated Communications
French Camp Academy
Church Outreach Campaign
Liquid Creative

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



T1: Long Term //
Integrated Communications
IngallsConnect Text
Ingalls Communications

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T1: Long Term // Marketing



LANTERN 2019 AWARD



T1: Long Term //
Marketing

**New Orleans Plantation Country
Brand Narrative Expansion**

New Orleans Plantation Country
Brand Narrative Expansion

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T1: Long Term // Media Relations



LANTERN 2019 AWARD OF MERIT



T1: Long Term //
Media Relations

St. Jude Clinic 20th Anniversary

Our Lady of the Lake Children's Hospital

Caroline Isemann

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN
2019 AWARD
OF MERIT



T1: Long Term //
Media Relations

Taste of Tupelo Culinary FAM Tour

Tupelo CVB

TURNER



SOUTHERN PUBLIC RELATIONS FEDERATION

T1: Long Term // Reputation, Issues & Brand Management



LANTERN 2019 AWARD OF MERIT



T1: Long Term //

Reputation, Issues & Brand Management

60 Years of Inspired Innovation

Jackson Academy

60th Anniversary Committees

Patti Wade, Jonathan Blackwell, and Rachel Lies



SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE

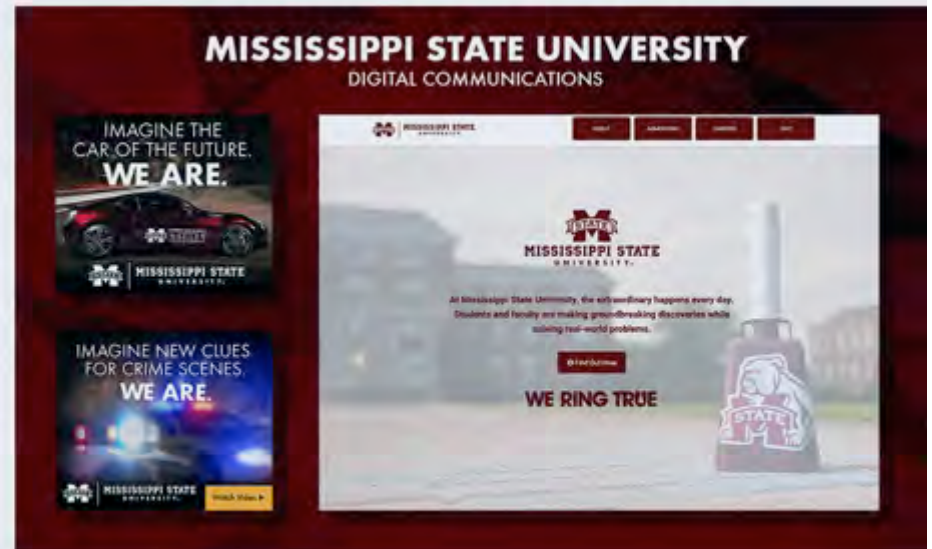


T1: Long Term //
Reputation, Issues & Brand Management

Mississippi State University **Digital Communications**

Mississippi State University
Office of Public Affairs

Checky Herrington, Bethany Shipp,
Heather Rowe, Sid Salter and Harriet Laird



LANTERN 2019 AWARD OF EXCELLENCE



T1: Long Term //
Reputation, Issues & Brand Management

Tupelo Visitors Center

Tupelo CVB

Tupelo Visitors Center

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



T1: Long Term //
Reputation, Issues & Brand Management
Space Launch System Video Series
NASA Space Launch System
Strategic Communications
ASRC Federal

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



T1: Long Term //

Reputation, Issues & Brand Management

"Get to Know Your MSU Extension Agent"
social video campaign

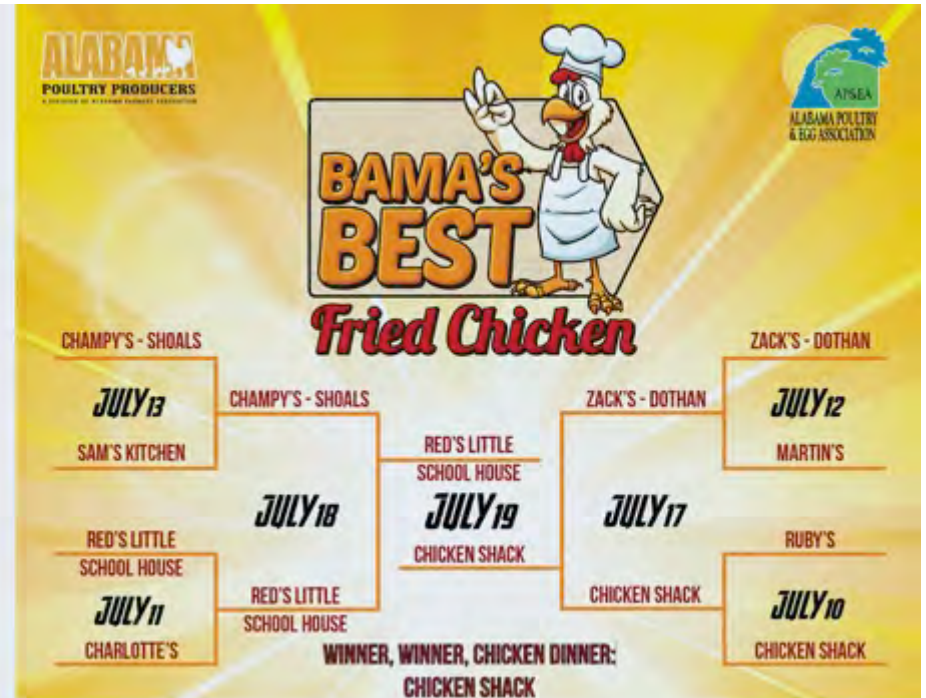
Mississippi State University Extension Service
Agricultural Communications

Ellen Graves, Jonathan Parrish, Elizabeth North

T1: Long Term // Special Events



LANTERN 2019 AWARD OF MERIT



T1: Long Term //
Special Events

Bama's Best Fried Chicken

Alabama Farmers Federation and Alabama
Farmers Cooperative

Mary Johns, Kevin Worthington, Matt Wilson,
Mike Moody, Chris Thomas, Melissa Martin

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

TIER 2

T2: Short Term //
Six months or less

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Community Relations & Public Service



LANTERN 2019 AWARD OF MERIT

**ALL VIRGINIA COLLEGE STUDENTS,
WE WANT TO HELP.**

If you are a Virginia College student affected by the school's closure, **Mississippi Gulf Coast Community College** invites you to meet with our enrollment specialists to **get back on track** to receiving a degree or certification.

**MISSISSIPPI GULF COAST
COMMUNITY COLLEGE
IS HERE FOR *you*.**

questions@mgccc.edu



T2: Short Term //

Community Relations & Public Service

MGCCC's Virginia College Outreach

Mississippi Gulf Coast Community College
Institutional Relations Department



SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT



T2: Short Term //
Community Relations & Public Service
W.D. and Mary Baker Smith
Career Center
SIDES and Associates
Lafayette Parish School System

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT

FUNDS FROM THE MILLAGE WILL BE DEDICATED SOLELY TO THE MAINTENANCE AND IMPROVEMENT OF THE LEVEE SYSTEM

If the 4.75 mill proposal for 10 years is accepted, then **WEST JEFFERSON WILL CONTINUE** to have **THE BEST HURRICANE PROTECTION** in history, along with **LOW FLOOD INSURANCE RATES**.



Now, West Jefferson residents and businesses are benefitting from the most favorable insurance rates possible.

But levees and flood structures must be maintained to continue lower insurance rates.

T2: Short Term //

Community Relations & Public Service

Southeast Louisiana Flood

Protection Authority-West Passes 2018 Millage

The Ehrhardt Group

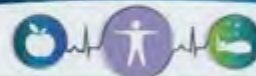
2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT

Learn At Lunch Program

HEALTHY LIVING FOR
BRAIN AND BODY



alzheimer's
association

Alzheimer's Education Series:

*'Healthy Living for Your Brain
and Body:*

Tips from the Latest Research'

Tuesday, August 14, noon – 1:00 pm

Outpatient Conference Center

**Please pre-register by calling 244-1132 or
800-544-8762 ext. 1132 by August 7.**

T2: Short Term //

Community Relations & Public Service

**Free community programs educate
public on Alzheimer's disease**

Baptist Memorial Hospital - Golden Triangle

Megan Pratt, Donna Grant

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT



T2: Short Term //

Community Relations & Public Service

BREC Program Guide

Focus Groups & Distribution

BREC Communication Team

2019
LANTERN
AWARDS

SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT



T2: Short Term //

Community Relations & Public Service

The Food Factor: Transition From Broadcast to Blog

Mississippi State University Extension

Agricultural Communications

The Food Factor Creative Team

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Integrated Communications



LANTERN 2019 AWARD OF MERIT



MISSISSIPPI
PUBLIC UNIVERSITIES
ADVANCING OUR STATE TOGETHER

Commissioner's Listening Tour

T2: Short Term //
Integrated Communications

Commissioner's Listening Tour

Mississippi Public Universities

Caron Blanton, APR



SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term //

Integrated Communications

Summer Meals Campaign

Feeding the Gulf Coast

Marketing & Child Nutrition Departments

LANTERN 2019 AWARD OF EXCELLENCE



T2: Short Term //
Integrated Communications

Jewelers Who Lift
Mountings Catalog Release

Stuller, Inc.

Nichole Guillory and Kristyn Shay

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Internal Communications



LANTERN 2019 AWARD OF MERIT



Southern Miss Physical Plant Step Challenge

T2: Short Term //
Internal Communications

Southern Miss Physical Plant Step Challenge

Southern Miss Physical Plant
Michelle Shinall, Project Manager
Kari Moore, Graphic Designer

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT



T2: Short Term //
Internal Communications
FMOLHS Pulse Survey
FMOL Health System
Caroline Isemann

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE

COLLEGIAN

COLLEGE OF ARTS AND SCIENCES ALUMNI MAGAZINE | SPRING 2018



THE UNIVERSITY OF ALABAMA*

T2: Short Term //
Internal Communications

30 Under 30 Alumni Magazine

The University of Alabama

College of Arts and Sciences

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD



T2: Short Term //
Internal Communications

**Open Enrollment for
2019 Benefits Campaign**

Auburn University Human Resources

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Marketing



LANTERN 2019 AWARD OF MERIT



**Rapides Regional
Medical Center**

T2: Short Term //
Marketing

RRMC Cardiac Campaign

Rapides Regional Medical Center

PR Department



SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT



T2: Short Term //
Marketing

**Powerball with Power Play
Holiday Bonus Promotion**
Louisiana Lottery Corporation

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE

Harris Insulation
PR Plan

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term //
Marketing

Harris Insulation

Jessica Breazeale Consulting

Jessica Breazeale

LANTERN 2019 AWARD OF EXCELLENCE

**KNOW WHAT
YOU'RE DOING
THIS SUMMER?**
WE HAVE SOME IDEAS.



#MSUSUMMERADVANTAGE



T2: Short Term //
Marketing

MSU Summer Advantage

Mississippi State University

Office of Public Affairs: Checky Herrington,
Bethany Shipp, Heather Rowe, James Parker,
Sid Salter and Harriet Laird

2019
LANTERN
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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term //
Marketing

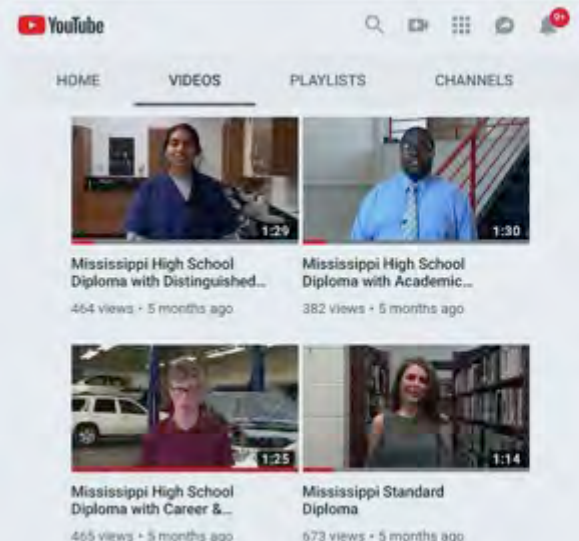
MAFES Sales Store Social Media Campaign

Mississippi State University Agriculture
and Natural Resources Marketing

Karen Brasher, Vanessa Beeson, David Ammon,
Dominique Belcher, Janiece Pigg, Troy Weaver



LANTERN 2019 AWARD



T2: Short Term //
Marketing

Mississippi High School Diploma Endorsement Options Communications Campaign

Mississippi Department of Education
Office of Communications and
Government Relations

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD



T2: Short Term //
Marketing

**Baptist Hospital, EMCC start
new surgical technology program**

Baptist Memorial Hospital Golden Triangle
East Mississippi Community College

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Media Relations



LANTERN 2019 AWARD OF MERIT

If you see
something...



...do
something.



Visit ololrnc.com/stopthebleed for more information.



T2: Short Term //
Media Relations

Stop the Bleed

Our Lady of the Lake Regional Medical Center
Caroline Isemann

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



T2: Short Term //
Media Relations

**New Mexico Tourism Outdoor
Recreation Press Trip**

Bandwagon

Cory Cart, Boone Clemmons, Kylie Mills

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD



T2: Short Term //
Media Relations

Payton's Charm Media Launch
Media Fusion and Venturi, Inc.

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Public Affairs

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD



T2: Short Term //
Public Affairs

Big Communications 'Lyfts'
Ridesharing Statewide

Big 'Lyfts' Ridesharing Statewide
Big Communications

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Reputation, Issues & Brand Management



LANTERN 2019 AWARD OF MERIT



T2: Short Term //

Reputation, Issues & Brand Management

NASA Space Launch System

2018 Differentiation Campaign

NASA Space Launch System

Strategic Communications

ASRC Federal

2019
LANTERN
AWARDS

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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD



MISSISSIPPI STATE UNIVERSITY™
INTEGRATED MEDIA AGENCY



T2: Short Term //

Reputation, Issues & Brand Management

**Creation of Student-Led
Integrated Media Agency**

Public Relations & Integrated Student Media

Terri Hernandez

MSU Department of Communication

LANTERN 2019 AWARD



A WAY FORWARD

A Strategic Business Plan



NLPHO STRATEGIC BUSINESS PLAN - 2018

A business plan for repositioning the Northeast Louisiana Physician Hospital Organization (NLPHO).

Christie Lawrence, MS, MRHF
President / Chief Consultant
Surge Advisors, LLC

T2: Short Term //
Reputation, Issues & Brand Management

NLPHO Strategic Plan

Surge Advisors, LLC / Christie Lawrence
Strategic Plan

Northeast Louisiana Physician
Hospital Organization (NLPHO)

2019
LANTERN
AWARDS
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LANTERN 2019 AWARD



BRAND BOOK
STYLE GUIDE

10.18 REV2



HOLY SAVIOR MENARD

EAGLES



T2: Short Term //

Reputation, Issues & Brand Management

Holy Savior Menard Rebranding

Visual Concepts & Designs

Jennifer Phillips Nichols

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD



T2: Short Term //
Reputation, Issues & Brand Management

Delta Steam Plant Implosion

Leyla Goodsell

Mara Hartmann and Joey Lee

2019
LANTERN
AWARDS
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SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term // Special Events



LANTERN 2019 AWARD OF MERIT



T2: Short Term //
Special Events

Reily Foods Company
National Sandwich Day 2018
Gambel Communications
Rachel Strassel

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT



T2: Short Term //
Special Events

WWII Ceremony

Mississippi Department of Transportation
Public Affairs Division

2019
LANTERN
AWARDS
SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF MERIT



T2: Short Term //
Special Events

2018 Chefs of the Coast Food & Wine Gala

MS Coast Restaurant & Beverage Assn

Susan Lepoma Perkins, APR

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term //
Special Events

Southern Miss Glow Run 5K
April Jordan

GLOW RUN 5K
april 19

FREE TO
STUDENTS
\$10 FOR
COMMUNITY

PAYNE
CENTER
RACE BEGINS
AT 8 PM

DETAILS BELOW

The first 100 students to register online and arrive before 6:30 PM on race day will receive a **FREE** t-shirt! Also, enjoy **FREE** Glow Bracelets, Glow Paint and a Blacklight Photo Booth! Stay after the race to join us for **FREE** Smoothie King and a S'mores Cookout, as well!

TO REGISTER FOR THE GLOW RUN GO TO
WWW.USM.EDU/REC-SPORTS



LANTERN 2019 AWARD OF EXCELLENCE

2019
LANTERN
AWARDS
SPRF
SOUTHERN PUBLIC RELATIONS FEDERATION

T2: Short Term //
Special Events

Holiday Wreath Contest

Benefits Needy Children at Christmas

Baptist Memorial Hospital Golden Triangle

Donna Grant

Megan Pratt



LANTERN 2019 AWARD OF EXCELLENCE



By MSUSeedTech on 08/01/2018 00:00:00	Follow us online! Facebook: msusseedtech Twitter: msusseedtech LinkedIn: Mississippi Crop Systems Instagram: msusseedtech
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Wednesday, August 1

8:00 a.m.	Registration and Introduction
8:30 a.m.	Seed Treatment Considerations for Cotton Jerrisa Mullen, MSU Extension
8:45 a.m.	Treatment and Disinfectants for Grain Seed Applications W. Todd, MSU Extension
9:15 a.m.	Biological and Microbial Technologies & Applications Tom Johnson, MSU Extension
10:00 a.m.	Break
10:15 a.m.	Safe Use/Handling and Environmental Stewardship of Treated Seed Curtis Smith, MSU Extension
11:00 a.m.	Seed Quality Evaluation and Testing David Longmire, MSU Extension
11:45 a.m.	Lunch
1:00 p.m.	Labeling of Treated Seed: State Laws Loren Smith, Mississippi State Seed Testing Laboratory
1:45 p.m.	Labeling of Treated Seed: Federal Laws Shirley McLean, Seed Regulatory and Testing Lab, USDA/ARS
2:00 p.m.	Panel Discussion: Seed Treatments - Emerging Issues & Future Considerations Moderated by: Dr. Jeffrey Davis, MSU Extension Panelists: Dr. Jeffrey Davis, MSU Extension; Dr. David Smith, MSU Extension; Dr. Shirley McLean, USDA/ARS; Dr. Todd Smith, MSU Extension
3:00 p.m.	Summary, Conclusions, & Closing

T2: Short Term //
Special Events

Seed Tech Short Course

MSU Extension

Leah Barbour, Kim Trimm, Ellen Graves

Nathan Gregory, Philip Smith, Amy Myers

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T2: Short Term //
Special Events

North Sherwood Park Grand Opening

BREC Communication Team

2019
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LANTERN 2019 AWARD



T2: Short Term //
Special Events

Big Breaks Google Ground in Alabama

Big Communications

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LANTERN 2019 AWARD



T2: Short Term //
Special Events

2018 MGCCC Great Gatsby Scholarship Gala

Mississippi Gulf Coast Community College

Institutional Relations &

Institutional Advancement



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LANTERN 2019 AWARD



T2: Short Term //
Special Events

The Artys - Mobile's Arts Awards Show

Shellie Teague

2019
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LANTERN 2019 AWARD



T2: Short Term //
Special Events

Mazda Toyota Groundbreaking 2018

McComm Group

2019
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T2: Short Term // Potpourri



LANTERN 2019 AWARD OF MERIT

**REGISTER YOUR
PROXY ONLINE**



T2: Short Term //
Potpourri

2018 Proxy Registration

Coast Electric Power Association

April Lollar, Melissa Russo, Merilee Sands

2019
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T3: Projects // TIER 3

2019
LANTERN
AWARDS

SPRF

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T3: Projects // Advertising & Publications



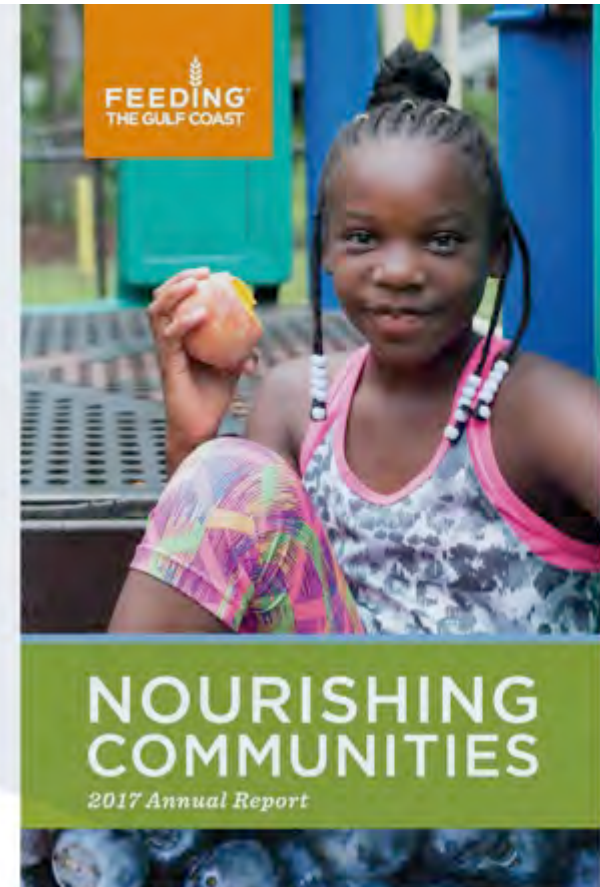
LANTERN 2019 AWARD OF MERIT



SOUTHERN PUBLIC RELATIONS FEDERATION

T3: Projects //
Advertising & Publications

Nourishing Communities,
2017 Annual Report
Feeding the Gulf Coast
Amanda Young



LANTERN 2019 AWARD OF MERIT



I AM A MEMBER
WE ARE A COOPERATIVE

2017 ANNUAL REPORT
COAST ELECTRIC POWER ASSOCIATION

T3: Projects //
Advertising & Publications

2017 Annual Report

Coast Electric Power Association

April Lollar, Melissa Russo, Merilee Sands

2019
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LANTERN 2019 AWARD OF MERIT



T3: Projects //
Advertising & Publications

New Orleans Plantation Country
Destination Guide
New Orleans Plantation Country

2019
LANTERN
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T3: Projects //
Advertising & Publications

Mississippi Department of Education
Superintendent's Annual Report
Mississippi Department of Education
Office of Communications
and Government Relations

2019
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LANTERN 2019 AWARD OF EXCELLENCE

COLLEGIAN

COLLEGE OF ARTS AND SCIENCES ALUMNI MAGAZINE | SPRING 2018



THE UNIVERSITY OF ALABAMA*

T3: Projects //
Advertising & Publications

30 Under 30 Alumni Magazine

The University of Alabama

College of Arts and Sciences

2019
LANTERN
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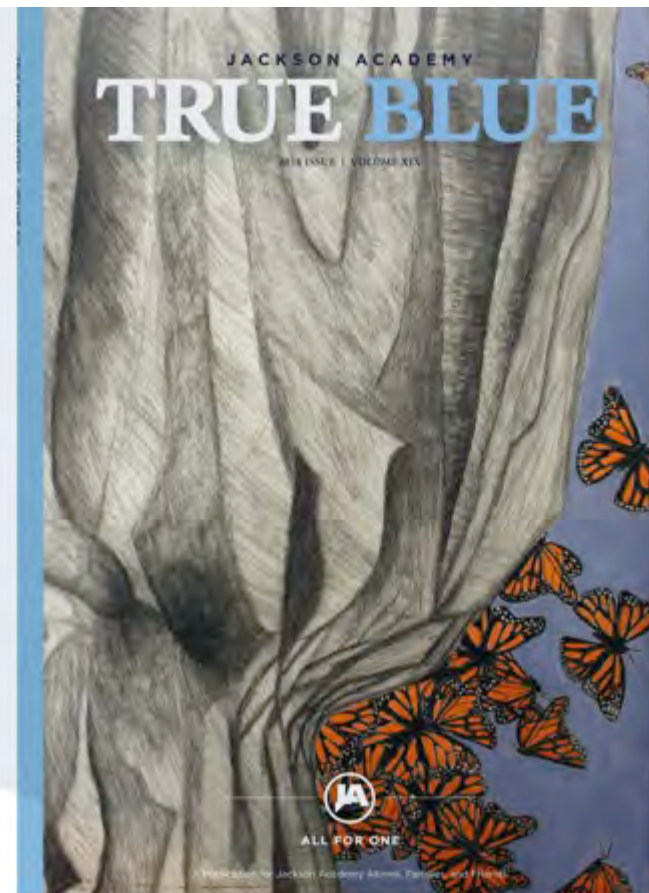
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2019
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T3: Projects //
Advertising & Publications

True Blue

Jonathan Blackwell,
Rachel Lies, and Patti Wade



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**BREC NAMED
2019 FINALIST**
FOR THE NATIONAL
GOLD MEDAL AWARDS
IN PARKS & RECREATION



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T3: Projects //
Advertising & Publications

**BREC Annual Report and
Gold Medal Application 2018**
BREC Communication Team

LANTERN 2019 AWARD



T3: Projects //
Advertising & Publications

2017 Corporate Responsibility Report

Sanderson Farms

Ashley Rea, Managing Editor/Copywriter; Lorin Pugh, Lead Graphic Designer/Photographer; Marissa Landon and Emily Pickering, Copywriters

2019
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LANTERN 2019 AWARD



2019
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T3: Projects //
Advertising & Publications
2017 Impact Report
The USM Foundation
Karelia Pitts

T3: Projects // Audio & Video



LANTERN 2019 AWARD OF MERIT



T3: Projects //
Audio & Video

Mississippi State University

2018 TV Commercial

Mississippi State University

Office of Public Affairs

Checky Herrington, Bethany Shipp,

Sid Salter and Harriet Laird

2019
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T3: Projects //
Audio & Video

New Orleans Plantation Country Videos

New Orleans Plantation Country

River Reel Series

2019
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T3: Projects //
Audio & Video

Be A Hero, Get to Zero

Capital Area Human Services

Delia A. Taylor, APR

Taylor Media Services

2019
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T3: Projects //
Audio & Video

**4th of July Campaign
(Electricity/Water/Natural Gas)**
Huntsville Utilities

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LANTERN 2019 AWARD OF MERIT

ITEP

Making Louisiana Better



T3: Projects //
Audio & Video

**Louisiana Chemical Association's
Industrial Tax Exemption Program (ITEP):
Making Louisiana Better**
The Ehrhardt Group

2019
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T3: Projects //
Audio & Video

MGCCC 2018 Holiday Video

Mississippi Gulf Coast Community College
Institutional Relations Department

2019
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T3: Projects //
Audio & Video

LEC's iQ2: Enabling IIoT Video

LEC

Liz Densmore/Liquid Creative

2019
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LANTERN 2019 AWARD OF EXCELLENCE



SOUTHERN PUBLIC RELATIONS FEDERATION

T3: Projects //
Audio & Video

The Throwdown Promo Video
Shellie Teague

THE THROWDOWN
7TH ANNUAL



THURSDAY
september 20

23 EAST
1886 fifth street mobile al 36615

6-9pm

Doors 5:30 / 90-minute live painting
competition starts at 6:15

LANTERN 2019 AWARD

THE UNIVERSITY OF SOUTHERN MISSISSIPPI
REDEFINE YOUR EXPECTATIONS VIDEO SERIES



T3: Projects //
Audio & Video

Redefine Your Expectations Video Series

The University of Southern Mississippi
Office of University Communications

T3: Projects // Collateral Materials



LANTERN 2019 AWARD OF MERIT



T3: Projects //
Collateral Materials

**NASA's Space Launch System
Monthly Highlights Magazine**
NASA Space Launch System
Strategic Communications
ASRC Federal

2019
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THE ENERGY SECTOR

Still a Giant Economic Engine for
the Louisiana Economy

Prepared by Loren C. Scott, Ph.D.

T3: Projects //
Collateral Materials

Grow Louisiana Coalition
2018 Economic Report
The Ehrhardt Group

2019
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T3: Projects //
Collateral Materials

LSUA Travel Piece

LSU of Alexandria

Elizabeth Jonson, Sarah Black

LANTERN 2019 AWARD OF MERIT



T3: Projects //
Collateral Materials

Scholar Day Flyer

LSU of Alexandria

Elizabeth Jonson

LANTERN 2019 AWARD OF MERIT



T3: Projects //
Collateral Materials

Shell Tiger AO4 Dropped Objects Learning Center

Covalent Logic
Courtney Greathouse

2019
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2019
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T3: Projects //
Collateral Materials

CAVS Additive Manufacturing Flyer

Diane Godwin, Hailey Hannis, Haley Doude



MISSISSIPPI STATE UNIVERSITY
CENTER FOR ADVANCED
VEHICULAR SYSTEMS



ADDITIVE MANUFACTURING RESEARCH

AT MISSISSIPPI STATE UNIVERSITY



Laser-based metal additive manufacturing is rapidly changing the manufacturing landscape by allowing more customization and design freedom as well as faster prototyping. Researchers at CAVS are helping move the technology forward by working to better understand the process and reduce the time required for process implementation.

Our AM research began in 2007 with the arrival of our first system. Since then, our focus has been on finding methods to best utilize the technology, reduce the cost of process development and implementation, and improve final output. Our multidisciplinary team combines knowledge of materials, heat transfer, modeling, and data analysis to solve the complicated challenges related to AM. In the process of this work, we also are developing an expert workforce with a focus on advanced manufacturing technologies.

CONTACT US:

Center for Advanced Vehicular Systems

662-325-5431

info@cavs.msstate.edu

or visit us at

www.cavs.msstate.edu/research/additive_manufacturing.php



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T3: Projects //
Collateral Materials

New Orleans Plantation Country
Group Tour Profile Sheet
New Orleans Plantation Country

2019
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LANTERN 2019 AWARD OF EXCELLENCE

2019
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AWARDS
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T3: Projects //
Collateral Materials

Bond Bill Booklet

Mississippi Public Universities

TRANSFORMATIONS

Selected Bond Bill Projects



T3: Projects // Digital

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MDOT Traffic App Launch Campaign

T3: Projects //
Digital

MDOT Traffic App Launch Campaign

Mississippi Department of Transportation
Public Affairs Division

2019
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LANTERN 2019 AWARD



T3: Projects //
Digital

Hilton Online Newsroom

Covalent Logic

Hilton

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T3: Projects //
Digital

Hilton NOW Internal Communications Channel Relaunch

Covalent Logic
Sullivan Branding, Hilton
Chris Nodder Consulting

2019
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T3: Projects // Graphics



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T3: Projects //
Graphics

**New Orleans Plantation
Country Brand Photography**
New Orleans Plantation Country

2019
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LANTERN 2019 AWARD OF MERIT



T3: Projects //
Graphics

Clearwater, FL Destination Photography

City of Clearwater

Bandwagon LLC - Boone Clemmons

2019
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T3: Projects //
Graphics

Siemens Military Honor Wall Installation

Liquid Creative

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NORTHEAST LOUISIANA
PHYSICIAN HOSPITAL
ORGANIZATION



T3: Projects //
Graphics

NLPHO New Logo / Vision / Mission

Surge Advisors, LLC / Christie Lawrence

Branding - New Client Logo

Northeast Louisiana Physician Hospital
Organization (NLPHO)

T3: Projects // Media Relations



LANTERN 2019 AWARD OF MERIT



T3: Projects //
Media Relations

LOL Children's Hospital Animal Reveal

Our Lady of the Lake Children's Hospital

Caroline Isemann

2019
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LANTERN 2019 AWARD OF MERIT

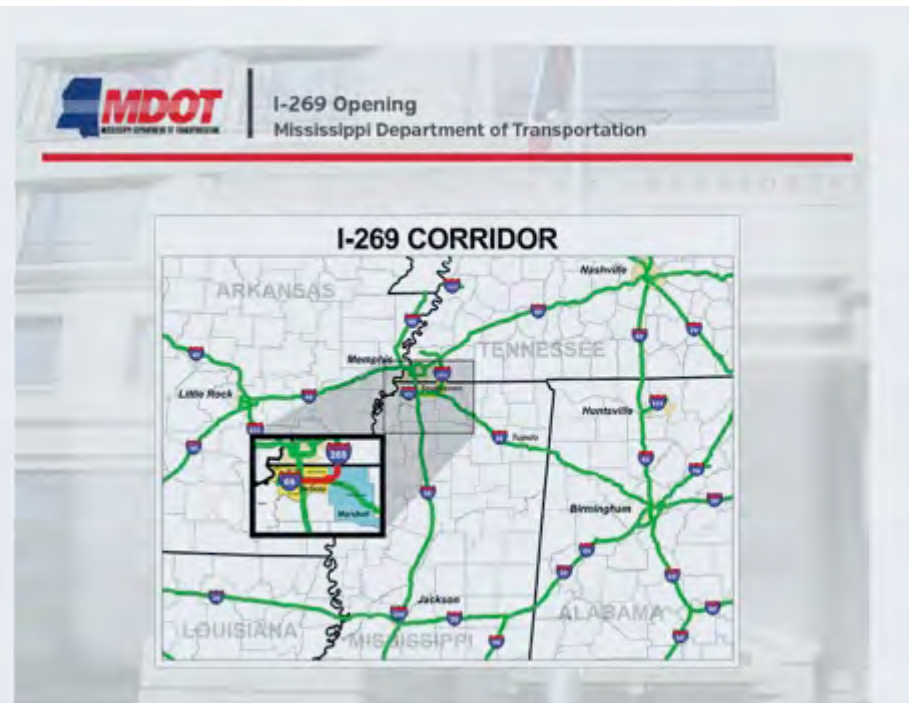
2019
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T3: Projects //
Media Relations

I-269

Mississippi Department of Transportation
Public Affairs Division



LANTERN 2019 AWARD OF MERIT

2019
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T3: Projects //
Media Relations

**"Dr. Bill," Beloved Pharmacist
in Oxford, Fills Final Prescription**
Robin Street

'Dr. Bill' fills final prescription after 38 years at G&M Pharmacy

BY ROBIN STREET
Special to the EAGLE

Beloved Oxford pharmacist Bill McLellan, owner of G&M Pharmacy for almost 40 years, has retired, leaving his thousands of loyal customers who dubbed him "Dr. Bill" stunned and saddened.

"Everybody that comes in G & M is teary-eyed," said McLellan's daughter Lynda Huggins who continues to work part-time there. "They are distraught that he won't be there anymore. It has shocked me the amount of people who have shown so much emotion about him not being there anymore."

F. D. "Buddy" East, Lafayette County sheriff since 1972, has been a customer most of his career. "I could not believe it when I heard it," East said. "I've been going down there ever since he was open. He's like family to all of us. He's helped me and about everybody in this town."



Bill McLellan has filled about 2.5 million prescriptions during his 38 years of owning G&M Pharmacy from behind this counter where he also dispensed advice, compassion and kindness to his thousands of customers.

LANTERN 2019 AWARD OF MERIT

MEDICAID **EASE** INITIATIVE

Enhancing Access to Services and Engagement

T3: Projects //
Media Relations

Medicaid EASE Initiative

Mississippi Division of Medicaid

Matt Westerfield, APR



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2019
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T3: Projects //
Media Relations

Stronger Than Ever DSE "Demolition" Event

Livingston Parish Public Schools
Delia A. Taylor, APR
Taylor Media Services

Livingston Parish Public Schools
Are Coming Back

**STRONGER
THAN
EVER**
2016
2017
2018
Better Opportunities
for our Children!

LANTERN 2019 AWARD



T3: Projects //
Media Relations

High School Teacher Responds to Fiery School Bus Incident

Livingston Parish Public Schools

Delia A. Taylor, APR

Taylor Media Services

2019
LANTERN
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T3: Projects // Research & Measurement



LANTERN 2019 AWARD



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T3: Projects //
Research & Measurement

CAVS Annual Report

HPC2 at Mississippi State University

Diane Godwin, Hailey Hannis,
Beth Newman Wynn

CAVS ANNUAL REPORT 2018



ADDRESS
290 Research Blvd.
Starkville, MS 39762

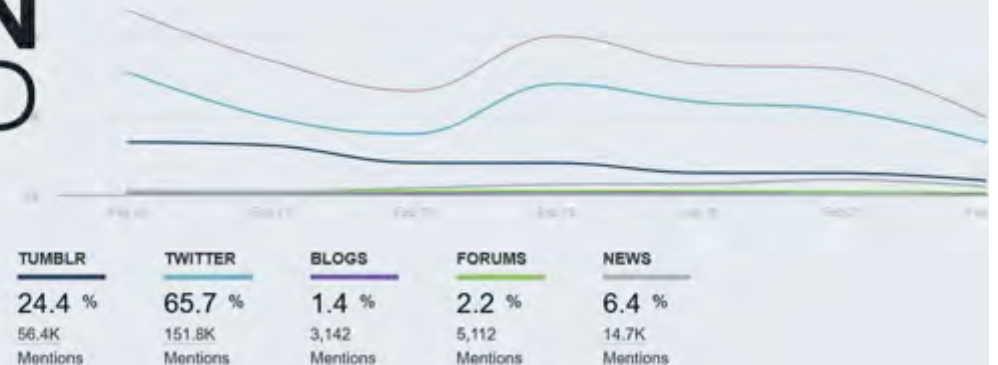
WEB MEDIA
www.cavs.msstate.edu

CONTACT
Phone: 662.325.5831
Fax: 662.325.5833
Email: info@cavs.msstate.edu



**MISSISSIPPI STATE
UNIVERSITY**

LANTERN 2019 AWARD



T3: Projects //
Research & Measurement

2018 Weekly NASA Online

Media Analysis and Reporting

Media Fusion and NASA Communication

Support Services Center

2019
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T3: Projects // Social Media Management



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T3: Projects //
Social Media Management

Alabama Retailer of the Year
Customers' Choice Contest 2018

Alabama Retail Association
Melissa Warnke and Nancy Dennis



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T3: Projects //
Social Media Management

#LottoLove Social Promotion

Louisiana Lottery Corporation

#LottoLove Social Media Promotion

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T3: Projects //
Social Media Management

Diamond Days of December

Stuller, Inc.

Kristyn Shay

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T3: Projects //
Social Media Management

#5Days5Ways

New Orleans Plantation Country Vacation Ideas

New Orleans Plantation Country

#5Days5Ways

T3: Projects // Writing

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LANTERN 2019 AWARD OF MERIT



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T3: Projects //
Writing

Foley Eats Food Blog
Foley Sports Tourism



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T3: Projects //
Writing

**A Bulldog Through and Through:
ExxonMobil Canada leader cherishes
close ties to alma mater**
Mississippi State University
Office of Public Affairs
Sasha Steinberg



LANTERN 2019 AWARD OF MERIT

The sky's the limit:
MSU student venture may have
global impact on rural internet access

By Allison Matthews



T3: Projects //
Writing

**The sky's the limit: MSU student
venture may have global impact on rural
internet access**

Mississippi State University
Office of Public Affairs

Allison Matthews and Megan Bean

2019
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T3: Projects // Potpourri



Liz Densmore
Liquid Creative

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD OF EXCELLENCE



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T3: Projects //
Potpourri

ASSURE Technical Report

ASSURE, Led by Mississippi State University, The
FAA's Center of Excellence for UAS Research
Diane Godwin, Hailey Hannis

The FAA's Center of Excellence for UAS Research
ASSURE
Alliance for System Safety of UAS through Research Excellence

2018
ANNUAL
REPORT



LANTERN 2019 AWARD OF EXCELLENCE



T3: Projects //
Potpourri

ICU Wedding Photo

Our Lady of the Lake Children's Hospital
Caroline Isemann

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BEST OF AWARDS

2019
LANTERN
AWARDS

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SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN 2019 AWARD BEST OF TIER 1



LANTERN 2019 AWARD BEST OF TIER

2019
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T1: Long Term //
Special Events

Wings of Freedom - Hattiesburg Tour Stop

MightyPenguin Design

Matt Martin-Tour Stop Coordinator

Southeast Aviation / Civil Air Patrol



LANTERN 2019 AWARD BEST OF TIER 3



LANTERN 2019 AWARD BEST OF TIER



T3: Projects //
Social Media Management

Sanderson Farms Corporate Social Media Launch

Sanderson Farms

Ashley Rea, Social Media Manager /Copywriter

Lorin Pugh, Graphic Designer



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LANTERN 2019 AWARD WILLIAM A. TAYLOR BEST OF SHOW

2019
LANTERN
AWARDS

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LANTERN
2019 AWARD
WILLIAM A. TAYLOR
BEST OF SHOW



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T2: Short Term //
Special Events

Tupelo Pickleball Championships

Tupelo CVB

#MyTupelo Sports

PROFESSIONAL ACHIEVEMENT 2019 AWARD

2019 
LANTERN
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April Lollar, APR

2019 PAA Chair

2019
LANTERN
AWARDS

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2019 PAA Nominee

Jennifer C. Zoghby, APR
Alabama



2019
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2019 PAA Nominee

Cathy Rogers, Ph.D., APR
Louisiana



2019
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2019 PAA Nominee

Checky Herrington, APR, Fellow PRSA
Mississippi



2019
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2019 PAA Winner

Checky Herrington, APR, Fellow PRSA



SOUTHERN PUBLIC RELATIONS FEDERATION

Micah Walker

2019 SPRF President

2019
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SOUTHERN PUBLIC RELATIONS FEDERATION

Duplicate Awards

An order form will be available in OpenWater. A link will be sent with notice that judges' comments are available.



Congratulations

To all tonight's winners!

2019
LANTERN
AWARDS

SPRF

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Bubble wrap

Is available for packing your awards, or just childish entertainment, in the back of the room. Help yourself.



ADMIT IT

NO MATTER HOW OLD YOU ARE, WHAT RACE YOU BELONG IN, WHAT GOD
WORSHIP, YOU CAN'T RESIST POPPING THIS.

2019
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Stay for pictures!

Lantern, Best of and PAA winners
please remain after the show

2019
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AWARDS

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PR VOYAGE

SEPTEMBER 13 - 16, 2020

SHERATON PANAMA CITY BEACH
GOLF & SPA RESORT



2019
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AWARDS

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Show Survey Link

A survey will be e-mailed to entrants in the coming weeks to help continue to improve the Lantern program.



SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION



2019 LANTERN AWARDS