

# 2021 Lantern Award Winners

## Student Awards

### Student Campaigns

A Student Award of Merit Goes to  
Find Art Birmingham Brand Identity Kit  
STRIVE Public Relations  
Grace Cortez

### Student Projects

A Student Award of Excellence in Student Projects: Potpourri Goes to:  
The Geaux Summit Branding Package  
Louisiana State University  
Sarah C. LaBorde  
Advised by Sadie Wilks, APR

A Student Lantern Awards For Student Projects: Special Events goes to  
The Geaux Summit  
Louisiana State University  
Sarah C. LaBorde  
Advised by Sadie Wilks, APR

And our BEST of SHOW for Students is  
The Geaux Summit  
Louisiana State University  
Sarah C. LaBorde  
Advised by Sadie Wilks, APR

## **Professional Awards**

### **Awards of Merit for Tier One: Long Term Strategic Programs (7 months or longer)**

Crisis Communications

Handcuffs on the Head Honcho

Mississippi Department of Human Services

Integrated Communications

The American Heart Association and the NFL score a touchdown virtual conversion

American Heart Association & NFL

NFL PLAY 60

Linzy Cotaya

Marketing

“Where’s Waverly?” Video Series

Mississippi Department of Transportation

Waverly McCarthy

Drew Hall

Media Relations

Financial Friday TV Segments

Financial Friday Media Partnership

Redstone Federal Credit Union

Patricia Lloyd

Special Events

2020 PRCA Montgomery Accreditation Plan

Montgomery Chapter, Public Relations Council of Alabama

Lori M. Quiller, APR

VP, Accreditation and Education

## **Tier Two: Short Term Strategic Programs (6 months or less)**

Community Relations & Public Service

Girl Scouts of Southern Alabama - Virtual Programs

Girl Scouts of Southern Alabama

Karlee Shirey

Crisis Communications

Auburn Honors College Virtual Awards

Honors Virtual Awards Ceremony

Honors College at Auburn University

T. Wade Berry

Crisis Communications

Agritourism Marketing Plan

Alabama Farmers Federation

Hunter McBrayer, Laura Unger, Marlee Moore, & Mary Wilson

Marketing

Louisiana Department of Health - FLU Campaign

SASSO Agency

Louisiana Department of Health

Marketing

MSU's Winter Express 2020 Marketing Campaign

Mississippi State University

Office of Public Affairs

Marketing

Hiking for beginners from a beginner

BREC

Special Events

Bama's Best Pizza

Alabama Farmers Federation

Mary Wilson, Marlee Moore, Mike Moody, Laura Unger

Special Events

AlabamaCounts!: Census Bowl 2020

Big Communications

Potpourri  
Graduation Celebration  
Mississippi State University Agricultural and Natural Resources Marketing  
Dominique Belcher  
Karen Brasher

Potpourri  
Project Liftoff  
Huntsville Utilities  
Public Relations Department

Potpourri  
Flourish: SheBoss Video Series 2020  
SheBoss  
Flourish

## **Tier Three: Tactical Materials/Projects Merit Awards**

### Advertising & Publications

Buy. Build. Refinance. Campaign

Southern Heritage Bank

Micah A. Walker, MBA

### Advertising & Publications

Auburn Engineering Dean's Report

Auburn University

Samuel Ginn College of Engineering

Office of Communications and Marketing

### Advertising & Public Relations

Singing River Electric - Online Newsletter Redesign

Singing River Electric

Lorri Freeman, APR, Amanda Parker

Kevin Wood

### Audio & Video

Believe in Second Chances

Jason Furrate & Angela deGravelles

Media Furrate

Believe in Second Chances

### Collateral Materials

MyTupelo Meetings Direct Mail Campaign

Tupelo CVB

### Digital

National Center for Alluvial Aquifer Research

Mississippi State University Agricultural and Natural Resources Marketing

Karen Brasher, Stephen Caples, Jacob Rix, Tsz Him Lo, & Drew Gholson

## ***Awards of Excellence***

### ***Tier one: Long Term Strategic Programs***

Crisis Communications  
COVID-19 Response  
Crest Industries  
Marketing Communications Team

Integrated Communications  
High-Risk Care for Placenta Complications  
Woman's Hospital  
Caroline Isemann

Integrated Communications  
Farm Families of Mississippi 2020 Ag Image Campaign  
Farm Families of Mississippi  
Jon Kalahar, Alex Lowery, & Karen Miller

Internal Communications  
Jackson Academy's Safe Return to Learning  
Jackson Academy  
Office of Marketing and Communication  
JA's Safe Return to Learning 2020-21

Internal Communications  
DTPS Purpose & Core Values  
Crest Industries & DIS-TRAN Packaged Substations  
Marketing & Communications Team

Marketing  
Buy. Build. Refinance. Campaign  
Southern Heritage Bank  
Micah A. Walker, MBA

Media Relations  
No Man's Land Media Relations Program  
No Man's Land  
Marketing Committee

Public Affairs  
Narrative12: CPU's Bright Future Initiative  
Narrative12  
Clarksdale Public Utilities Checky Herrington

Reputation, Issues, & Brand Management  
Sanitation Plus: New Company Emerges During Pandemic  
Sanitation Plus  
Jessica Breazeale Consulting

Potpourri  
Continuous Connections  
Entergy Corporation

## **Tier Two: Short Term Strategic Programs (6 months or less)**

Community Relations & Public Service

Virtual Field Trips

Alabama Farmers Federation

Marlee Moore, Laura Unger, Mary Wilson

Community Relations & Public Service

Huntsville/Madison County 9-1-1 Center: Pulse Point Campaign

PulsePoint

Huntsville-Madison County 9-1-1 Center

Flourish

Crisis Communications

ULM Fall 2020 Return to Campus

Kelsey Walden Bohl, Ed.D.

Executive Director of Marketing and University Communications

University of Louisiana Monroe

Crisis Communications

2020 Pandemic Hurricane Season

Entergy Corporation

Communications Department

Integrated Communications

Center for Community Engaged-Learning: Annual Publication & Social Media Management

Carly Pippin, Lauren Lucas, Charlotte Corr, John Nix Arledge & Terri Hernandez

MSU PRISM: Department of Communication

Integrated Communications

Turfgrass Research Field Day

Extension Office of Ag Communications

Leah Barbour, Michaela Parker, Elizabeth Gregory North, Brian Utley, Bonnie Coblenz, Ellen Graves, &

Steph Lau

Integrated Communications

City of Huntsville's Parks & Recreation Month

Ashley Polesak

Tia Clayton

Amanda Elliott

Internal Communications  
Palomar Insurance Staff E-newsletter  
by Laura Hicks

Marketing  
MSU Summer Advantage 2020 Marketing Campaign  
Mississippi State University  
Office of Public Affairs

Public Affairs  
A New State Flag for Mississippi - Advocacy & Adoption  
Godwin  
Mississippi Economic Council  
Mississippi Department of Archives & History

Reputation, Issues, & Brand Management  
Flight Path 2020  
The University of Southern Mississippi  
Office of University Communications

Special Events  
Mayor's Music Series  
Tupelo CVB  
Tupelo Mayor's Office

Special Events  
State of the Business Meeting  
Crest Industries  
Marketing & Communications Team

Potpourri  
Planning During a Pandemic Event Planner Boxes  
Tupelo CVB

Potpourri  
#WeGotThis - Wear Red Day 2020  
American Heart Association  
Josh Till, APR

Potpourri  
David Michael Williams for District 9 Judge, Division F  
Visual Concepts & Designs  
Jennifer Phillips Nichols  
Henrique Pimpão

## Tier Three: Tactical Materials/Projects

Advertising & Publications

Superintendent's Annual Report

Mississippi Department of Education

Office of Communication and Government Relations

Advertising & Publications

MAFES Discovers

Mississippi State University Agricultural and Natural Resources Marketing

Karen Brasher, Vanessa Beeson, David Ammon, Reagan Poston,

Taylor Vollin, Dominique Belcher, Stephen Caples, & Chase Shaw

Audio & Video

Rural Dictionary

Alabama Farmers Federation

Mary Wilson, Kim Earwood, Matt Wilson, Kevin Worthington, Mike Moody, & Marlee Moore

Audio & Video

Tupelo 150 Video Series

Tupelo CVB

S. Robards Media Group

Audio & Video

Continuous Connections

Entergy Corporation

Audio & Video

Some Good News: Farming Edition

Alabama Farmers Federation

Mary Wilson, Matt Wilson, Marlee Moore, & Laura Unger

Digital

Narrative12: Starkville Utilities Website

Checky Herrington

Digital

Auburn Engineering Website Redesign

Auburn University

Samuel Ginn College of Engineering

Office of Communications and Marketing

## Digital

Open Door Logistics Website Creation  
Blake Williams Communications  
Blake Williams & Marisa Laudadio-Weaver

## Graphics

Mississippi Connects Logo  
Mississippi Connects  
Mississippi Department of Education  
Office of Communication and Government Relations

## Social Media Management

Holiday Trail of Lights Social Media  
Social Media Committee

## Writing

Leading the next generation  
Mississippi State University  
Office of Public Affairs  
Sasha Steinberg

## Potpourri

Big Communications for AmFirst: Building a Crisis Plan During a Crisis  
Big Communications  
America's First Credit Union  
Ashley Foster, APR

## Lantern Awards

### Tier One: Long Term Strategic Programs (7 months or longer)

Community Relations & Public Service  
Big Communications for AlabamaCounts!  
Alabama Census 2020 Efforts

Community Relations & Public Service  
Mississippi Connects Communication Campaign  
Mississippi Department of Education  
Office of Communication and Government Relations

Marketing  
Website Traffic Increase for Southern Heritage Bank  
Southern Heritage Bank  
Micah A. Walker, MBA

Potpourri  
MyTupelo Sports Incentive Program  
Tupelo CVB

Potpourri  
Tupelo 150  
Tupelo CVB  
Socius Design and Marketing

## **Tier Two: Short Term Strategic Programs (6 months or less)**

Community Relations & Public Service

Narrative12: 30 Seconds Can Save a Lifetime

Narrative12

Mississippi Association of School Superintendents

Checky Herrington

Internal Communications

ULM Fall 2020 Return to Campus

Kelsey Walden Bohl, Ed.D

Executive Director of Marketing and University Communications

University of Louisiana Monroe

Internal Communications

Game On!

Entergy Mississippi

Leyla Goodsell, Mara Hartmann, APR; & Joey Lee

Marketing

Add A Little Lagniappe Campaign

Southern Heritage Bank

Micah A. Walker, MBA

Media Relations

Seeing Double: Identical Twins... Again!

Woman's Hospital

Caroline Isemann

Media Relations

MyTupelo Virtual Paint & Sip Event

Tupelo CVB

TURNER Public Relations

## Tier Three: Tactical Materials/Projects

Audio & Video

MSU's Bachelor of Applied Science Degree Commercial  
Mississippi State University  
Office of Public Affairs

Audio & Video

#GINNing Podcast  
Auburn University  
Samuel Ginn College of Engineering  
Office of Communications and Marketing

Audio & Video

The Mississippi Connects Story  
Mississippi Department of Education  
Office of Communication and Government Relations

Audio & Video

MSU Summer Advantage 2020 Commercial  
Mississippi State University  
Office of Public Affairs

Audio & Video

History Proves  
Crest Industries  
Marketing & Communications Team

Digital

Strong Readers Strong Leaders Mississippi Website  
Mississippi Department of Education  
Office of Communication and Government Relations

Digital

John C. Stennis Center for Public Service Website Renewal  
Marisa Laudadio, Madeline Burdine, Anna Owens, Amelia Henson & Terri Hernandez  
MSU PRISM: Department of Communication

Social Media Management

Narrative12: MCEF's Trade Up Campaign  
Narrative 12  
Mississippi Construction Education Foundation  
Checky Herrington

Social Media Management

Mercedes-Benz of Tuscaloosa: "The MBT Experience" Social Media Campaign

Mckinsy Harris, Bailey Sennett, Majesty Henry, & Terri Hernandez

MSU PRISM: Department of Communication

Social Media Management

How Bout Them Tigers, BABY!

Woman's Hospital

Caroline Isemann

Social Media Management

2020 Pandemic Hurricane Season - Social Response

Entergy Corporation

Communications Department

Social Media Team

Social Media Management

MBT Social Media Campaign - "The People Behind the Brand"

Baylee Hill, Olivia Micer, Mary Nielson Clinton, Majesty Henry, and Anna Blount

MSU PRISM: Department of Communication

Writing

Chautauqua Lecture: What Has Worked in Reforming Mississippi's Education System

Mississippi Department of Education

Office of Communication and Government Relations

Charlie Elam Keeps Giving Through Organ Donation

Entergy Mississippi

Leyla Goodsell, Mara Hartmann, APR; Joey Lee

## **Best of Tier One: Long Term Strategic Programs (7 months or longer)**

Mississippi Connects Communication Campaign  
Mississippi Department of Education  
Office of Communication and Government Relations

## **Best of Tier Two: Short Term Strategic Programs (6 months or shorter)**

Narrative12: 30 Seconds Can Save a Lifetime  
Narrative12  
Mississippi Association of School Superintendents  
Checky Herrington

## **Best of Tier Three: Tactical Materials/Projects**

Mercedes-Benz of Tuscaloosa: "The MBT Experience" Social Media Campaign  
Mckinsy Harris, Bailey Sennett, Majesty Henry, & Terri Hernandez  
MSU PRISM: Department of Communication

## **Best of Show Award**

Narrative12: 30 Seconds Can Save a Lifetime  
Narrative12  
Mississippi Association of School Superintendents  
Checky Herrington