

The logo features a stylized lantern in the background, composed of light gray curved lines. A dark blue flag is positioned at the top of the lantern's stem. The text '2022' is in dark blue, 'SPRF' is in white on a green rectangular background, and 'LANTERN AWARDS' is in green and dark blue respectively. The text is centered over the lantern graphic.

2022 SPRF  
LANTERN  
AWARDS

# 2022 LANTERN AWARDS



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

Recognizing the best PR  
in the Southeast

SPRF

SOUTHERN PUBLIC RELATIONS FEDERATION

LANTERN  
AWARD



2022  
LANTERN  
AWARDS

Welcome

Matt Martin  
2022 SPRF Lantern Awards Chair



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR





2022  
LANTERN  
AWARDS

SPRF's annual Lantern Awards honor the best public relations work product in the Gulf South from the prior calendar year.

Exemplary work by students and professionals are recognized in 30 categories representing Long-Term Programs, Short-Term Programs and Tactical Materials.



2022 ANNUAL SPRF CONFERENCE

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# 2022 LANTERN AWARDS

With the help of members of PRSA Nebraska, each of this year's 88 submissions were scored on their individual merits by two judges. Entries were scored for each step of the RPIE process and graded on their overall creativity using a new rubric to provide greater guidance for our judges and feedback for our entrants.



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# LANTERN 2022 AWARD OF MERIT

Entries with  
averaged  
scores of  
70  
and above



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# LANTERN 2022 AWARD OF EXCELLENCE

Entries with  
averaged  
scores of  
80  
and above



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# LANTERN 2022 AWARD

Entries with  
averaged  
scores of  
90  
and above



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2022  
LANTERN  
AWARDS

Time to introduce the 61

**NOUVEAU  
WINNERS**



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2022  
LANTERN  
AWARDS

Student



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2022  
LANTERN  
AWARDS

**Student**  
Campaigns



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARDS STUDENT EXCELLENCE

S A A C

STARKVILLE AREA ARTS COUNCIL

Student  
Campaigns



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The Starkville Area Arts Council:  
Curating an Online Presence  
MSU PRISM, Department of Communication  
Elly Lamb & Savannah Munn



2022  
LANTERN  
AWARDS

**Student**  
Potpourri



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# LANTERN 2022 AWARDS STUDENT EXCELLENCE

## Student Materials Potpourri



Five Star Public Relations

International Student Program  
Class Project  
5-STAR PR

Advised by Melissa LaBorde, APR  
LSUA College of Liberal Arts



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2022  
LANTERN  
AWARDS

T1:  
Long Term



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2022  
LANTERN  
AWARDS

**T1:**  
**Long Term**  
Community  
Relations  
& Public  
Service



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# LANTERN 2022 AWARD OF EXCELLENCE

**T1:**  
**Long Term**  
Community  
Relations  
& Public  
Service



LDH Safer, Smarter Schools  
Tiny Docs Video  
Covalent Logic  
Theresa Stewart  
with the Louisiana Department of Health



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# LANTERN 2022 AWARD OF EXCELLENCE

**T1:**  
**Long Term**  
Community  
Relations  
& Public  
Service



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**#MCPSSGetsVaccinated**



**MCPSS Gets Vaccinated**  
**Mobile County Public Schools**



2022  
LANTERN  
AWARDS

**T1:**  
**Long Term**  
Integrated  
Comms



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARD OF MERIT

T1:  
Long Term  
Integrated  
Comms



Our shot to vaccinate The University of Alabama

Protect Our Herd  
The University of Alabama  
Division of Strategic Communications  
Department of Communications



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2022  
LANTERN  
AWARDS

**T1:**  
**Long Term**  
Internal  
Comms



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# LANTERN 2022 AWARD OF EXCELLENCE

**T1:**  
**Long Term**  
Internal  
Comms



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

THIS IS OUR

# SHOT

TO STOP COVID-19



This is OUR SHOT  
to Stop COVID-19

Sanderson Farms

Campaign Manager/Copywriter: Ashley Rea  
Creative: Lorin Pugh & Kacey Holifield

# LANTERN 2022 AWARD OF EXCELLENCE

**T1:  
Long Term**  
Internal  
Comms



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**TALENT DEVELOPMENT PROGRAM**

Crest Industries  
Talent Development Program  
Crest Industries  
Talent Management Team  
Marketing & Communications Team

# LANTERN 2022 AWARD

T1:  
Long Term  
Internal  
Comms



Fill the Cup: Combating Compassion  
Fatigue at SMSH

Fill the Cup: Combating  
Compassion Fatigue at SMSH  
South Mississippi State Hospital  
Kat Romero, APR



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2022  
LANTERN  
AWARDS

T1:  
Long Term  
Marketing



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# LANTERN 2022 AWARD OF MERIT

T1:  
Long Term  
Marketing



**Southern  
Heritage  
Bank**

SHB Website Traffic Increase 2021  
Southern Heritage Bank  
Micah A. Walker, MBA, APR



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# LANTERN 2022 AWARD

T1:  
Long Term  
Marketing

## REVOLUTIONIZING SUBSTATIONS

A Better Way To Design + Build



Agile by Beta Webinar  
Beta Engineering



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2022  
LANTERN  
AWARDS

T1:  
Long Term  
Media  
Relations



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# LANTERN 2022 AWARD OF EXCELLENCE

T1:  
Long Term  
Media  
Relations



2021 MyTupelo  
Public Relations Strategy  
Tupelo CVB  
TURNER Public Relations



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# LANTERN 2022 AWARD OF EXCELLENCE

T1:  
Long Term  
Media  
Relations



Natchitoches Tourism  
Public Relations Campaign  
Natchitoches Tourism  
Kelli West, APR



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# LANTERN 2022 AWARD

T1:  
Long Term  
Media  
Relations



No Man's Land  
Gas Station Eats Campaign  
No Man's Land Marketing Group  
2021 Marketing Committee



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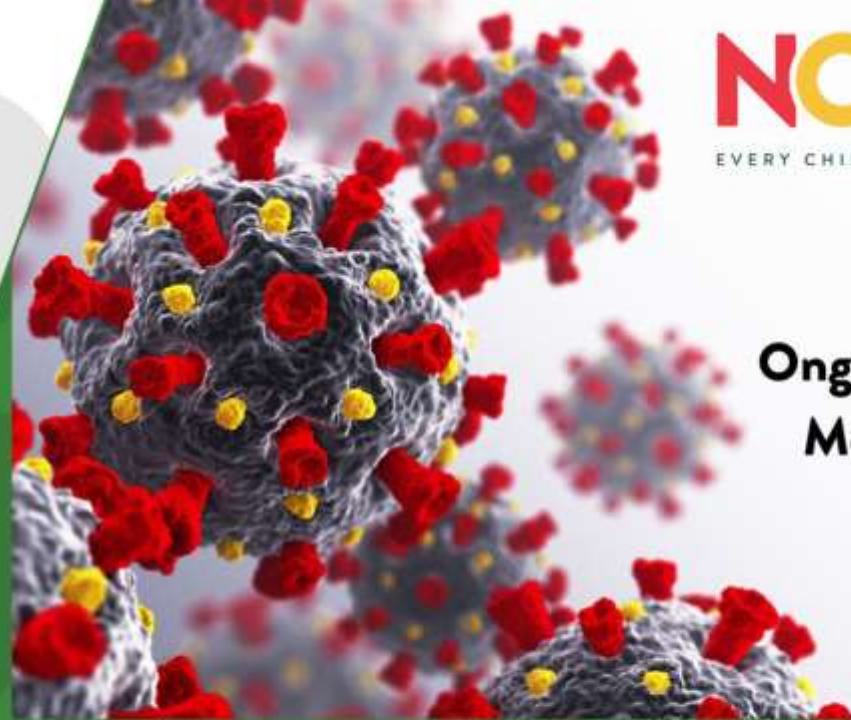
NOUVEAU PR

# LANTERN 2022 AWARD

T1:  
Long Term  
Media  
Relations

**NOLA** PUBLIC  
SCHOOLS  
EVERY CHILD. EVERY SCHOOL. EVERY DAY.

**Ongoing COVID-19  
Media Relations**



**NOLA Public Schools COVID-19  
Ongoing Media Relations  
NOLA Public Schools  
Taslin Alfonzo  
External Affairs Department**



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**NOUVEAU PR**



2022  
LANTERN  
AWARDS

**T1:  
Long Term**  
Reputation,  
Issues &  
Brand  
Mngmnt



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# LANTERN 2022 AWARD OF MERIT

**T1:  
Long Term**  
Reputation,  
Issues &  
Brand  
Mngmnt



**Narrative 12: The Renew Principle**  
Narrative 12  
Starkville Utilities  
Checky Herrington



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**NOUVEAU PR**

# LANTERN 2022 AWARD OF EXCELLENCE

**T1:  
Long Term**  
Reputation,  
Issues &  
Brand  
Mngmnt



2022 ANNUAL SPRF CONFERENCE

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**proxi**  
PUBLIC RELATIONS



2021 Brand Refresh

The Orthopaedic Clinic, P.C.  
Proxi Public Relations  
The Orthopaedic Clinic, P.C.  
Sabrina Alexander, APR;  
Shellie Teague; Stephen Jones



2022  
LANTERN  
AWARDS

**T1:**  
**Long Term**  
Special  
Events



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARD OF EXCELLENCE

T1:  
Long Term  
Special  
Events



Virtual Baby Grand  
Woman's Hospital



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2022  
LANTERN  
AWARDS

T1:  
Long Term  
Potpourri



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# LANTERN 2022 AWARD OF MERIT

T1:  
Long Term  
Potpourri

Woman's   
Podcast



Subscribe now: 

UNprivate Parts Podcast  
Woman's Hospital



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2022  
LANTERN  
AWARDS

T2:  
Short Term



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2022  
LANTERN  
AWARDS

**T2:**  
**Short Term**  
Crisis  
Comms



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# LANTERN 2022 AWARD

T2:  
Short Term  
Crisis  
Comms

UMMC Communications Response to  
COVID-19 - Delta Surge

Crisis Communications



THE UNIVERSITY OF MISSISSIPPI  
MEDICAL CENTER™

UMMC's Response to the  
COVID-19 Delta Surge

University of Mississippi Medical Center  
Office of Communications and Marketing



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2022  
LANTERN  
AWARDS

**T2:**  
**Short Term**  
Integrated  
Comms



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# LANTERN 2022 AWARD OF EXCELLENCE

**T2:**  
**Short Term**  
Integrated  
Comms



# Memorial

FACES BEHIND THE MASK

Faces Behind the Mask  
Memorial Health System  
Marketing & Communications Department



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# LANTERN 2022 AWARD OF EXCELLENCE

**T2:**  
**Short Term**  
Integrated  
Comms



CREST INDUSTRIES  
**WOMEN**  
IN ♀ INDUSTRY

Women In Industry  
Crest Industries  
Marketing & Communications Team



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2022  
LANTERN  
AWARDS

**T2:**  
**Short Term**  
Internal  
Comms



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# LANTERN 2022 AWARD OF MERIT

T2:  
Short Term  
Internal  
Comms



**EVERYDAY**  
CHAMPIONS



The University of Alabama  
Everyday Champions Campaign  
The University of Alabama  
Division of Strategic Communications  
Department of Communications



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# LANTERN 2022 AWARD

T2:  
Short Term  
Internal  
Comms

Chicken is what you make  
it, and our employees

**MAKE IT  
MATTER!**



Hourly Wage Increase Campaign  
Sanderson Farms

Campaign Manager/Copywriter: Ashley Rea  
Creative: Lorin Pugh & Kacey Holifield



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2022  
LANTERN  
AWARDS

T2:  
Short Term  
Marketing



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# LANTERN 2022 AWARD OF MERIT

T2:  
Short Term  
Marketing



Month  
of the  
Gold Award  
Girl Scout

Girl Scouts of Southern Alabama

GSSA Month of the Gold  
Award Girl Scout  
Girl Scouts of Southern Alabama  
Emma Pitts



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# LANTERN 2022 AWARD OF MERIT

T2:  
Short Term  
Marketing

**Girl Scouts of  
Southern Alabama  
Giving Tuesday 2021  
Social Media  
Campaign**

girl scouts  
of southern alabama

GSSA Giving Tuesday Campaign  
Girl Scouts of Southern Alabama  
Emma Pitts



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# LANTERN 2022 AWARD OF EXCELLENCE

## T2: Short Term Marketing



Add A Little Lagniappe  
Campaign

Southern Heritage Bank

Micah A. Walker, MBA, APR



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# LANTERN 2022 AWARD OF EXCELLENCE

## T2: Short Term Marketing



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All Roads Lead to Southern Heritage Bank.



Dustin Matthews, NMLS #1706005



**Southern  
Heritage  
Bank**

Member FDIC

Equal Housing Lender

[shbnet.com](http://shbnet.com)



Johnny Snow, NMLS #607510

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

# LANTERN 2022 AWARD OF EXCELLENCE

T2:  
Short Term  
Marketing



F45 Training Launch  
Southern Miss Campus Recreation  
April Jordan  
Chancee Davis



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2022  
LANTERN  
AWARDS

**T2:**  
**Short Term**  
Reputation,  
Issues &  
Brand  
Mngmnt



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# LANTERN 2022 AWARD

## T2: Short Term

Reputation,  
Issues &  
Brand  
Mngmnt



Back in Black and Gold  
The University of Southern Mississippi  
Office of University Communications



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2022  
LANTERN  
AWARDS

T2:  
Short Term  
Special  
Events



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# LANTERN 2022 AWARD OF MERIT

T2:  
Short Term  
Special  
Events



BREC's Trick and Treat:  
Art Unleashed  
BREC  
Ashlyn Lambert



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# LANTERN 2022 AWARD OF MERIT

T2:  
Short Term  
Special  
Events



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ART • MUSIC • FOOD

45<sup>th</sup> Red River  
**Revel**  
Arts Festival

October 2-10 • 2021

Red River Revel Arts Festival  
Lagniappe P.R.I.M.E.  
Emerie Eck Gentry  
45th Red River Revel Arts Festival

# LANTERN 2022 AWARD OF MERIT

T2:  
Short Term  
Special  
Events



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# STUDENT MINI CON. UNLEASH YOUR FUTURE

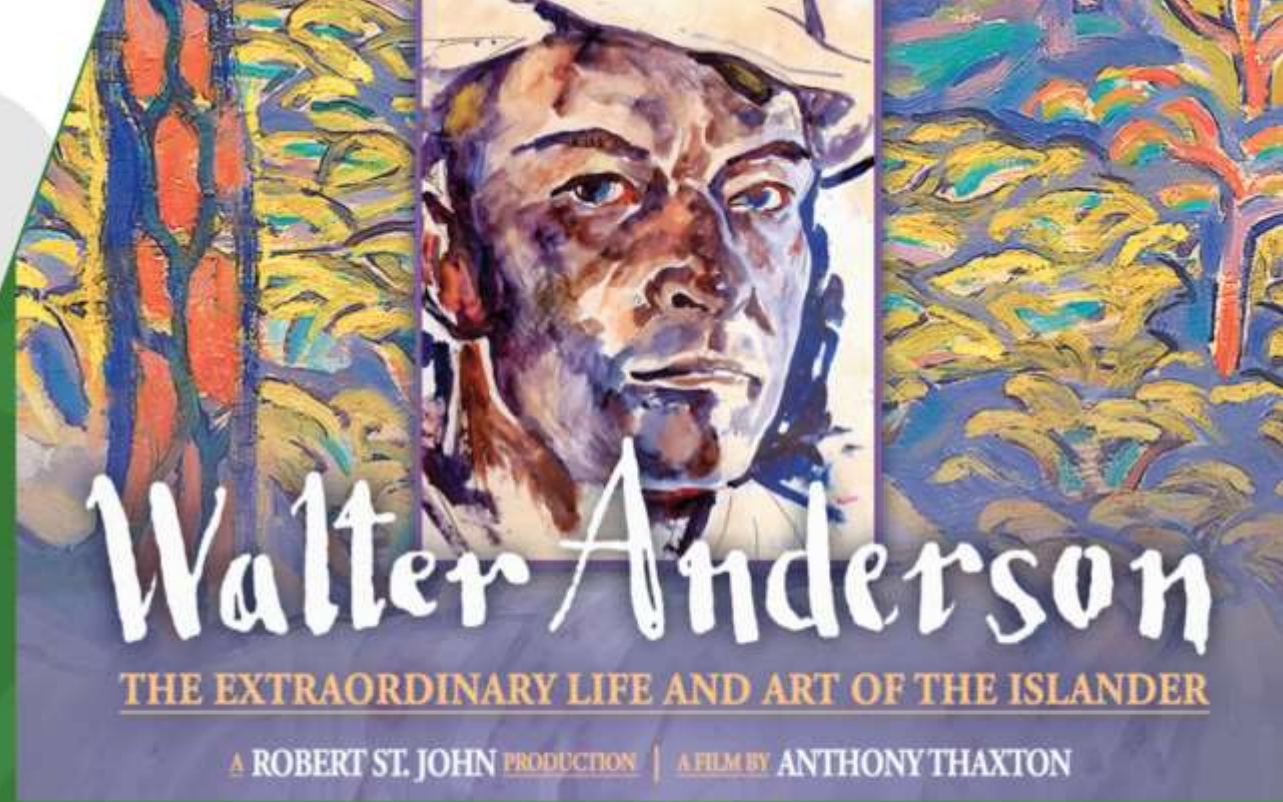


LSU OF ALEXANDRIA  
COLLEGE OF  
LIBERAL ARTS

PRAL Central  
Student Mini Conference  
PRAL Central  
LSUA College of Liberal Arts

# LANTERN 2022 AWARD OF EXCELLENCE

T2:  
Short Term  
Special  
Events



Thanking Donors & Educating Students  
Through Walter Anderson Art Event

Jackson Academy

Walter Anderson Event

Marketing and Development Offices



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# LANTERN 2022 AWARD OF EXCELLENCE

T2:  
Short Term  
Special  
Events



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2021 State of the  
Business Meeting  
Crest Industries  
Marketing & Communications Team

# LANTERN 2022 AWARD OF EXCELLENCE

T2:  
Short Term  
Special  
Events

LOGO IN CONTEXT



Huntsville Botanical Garden:  
Night Blooms  
Red Sage Communications



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2022  
LANTERN  
AWARDS

T2:  
Short Term  
Potpourri



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# LANTERN 2022 AWARD OF EXCELLENCE

T2:  
Short Term  
Potpourri



**MISSISSIPPI STATE UNIVERSITY™**  
OFFICE OF THE PROVOST AND  
EXECUTIVE VICE PRESIDENT

MSU Office of the Provost;  
"Cowbell Core"

MSU PRISM, Department of Communication  
Bryanna Trulove, Sarah Colvert,  
& Sophia Calderon



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# LANTERN 2022 AWARD

T2:  
Short Term  
Potpourri



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Avant Organics  
Corporate Launch  
Crest Industries & Avant Organics  
Marketing & Communications Team



2022  
LANTERN  
AWARDS

T3:  
Tactical  
Materials



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2022  
LANTERN  
AWARDS

**T3:**  
**Materials**  
Advertising &  
Publications



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# LANTERN 2022 AWARD OF MERIT

## T3: Materials Advertising & Publications



2022 ANNUAL SPRF CONFERENCE

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All Roads Lead to Southern Heritage Bank.



Dustin Matthews, NMLS #1706005



**Southern  
Heritage  
Bank**

Member FDIC

Equal Housing Lender

[shbnet.com](http://shbnet.com)



Johnny Snow, NMLS #607510

Buy. Build. Refinance.  
Campaign Refresh Ads  
Southern Heritage Bank  
Micah A. Walker, MBA, APR

# LANTERN 2022 AWARD OF MERIT

**T3:**  
**Materials**  
Advertising &  
Publications



2020-21 Dean's Report  
Samuel Ginn College of Engineering  
Office of Communications and Marketing



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

# LANTERN 2022 AWARD OF MERIT

**T3:**  
**Materials**  
Advertising &  
Publications

Geismar Geisette - Newsletter  
Covalent Logic  
Courtney Greathouse with Shell Geismar



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NOUVEAU PR

# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials Advertising & Publications



**YEAR IN REVIEW**  
THE UNIVERSITY OF ALABAMA\*

The University of Alabama  
2020-2021 Year in Review  
The University of Alabama  
Division of Strategic Communications  
Department of Communications



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials Advertising & Publications



Add A Little Lagniappe  
Campaign Ads  
Southern Heritage Bank  
Micah A. Walker, MBA, APR



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

# LANTERN 2022 AWARD OF EXCELLENCE

**T3:**  
**Materials**  
Advertising &  
Publications



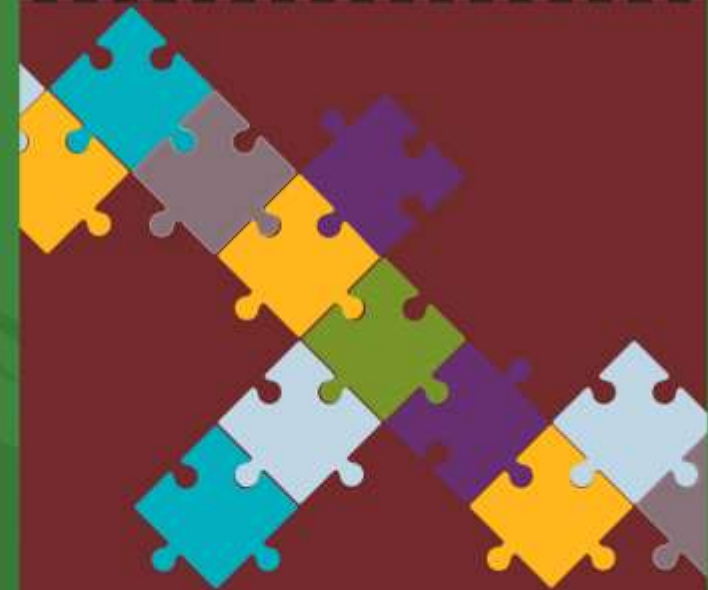
2022 ANNUAL SPRF CONFERENCE

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Annual Report 2021



MISSISSIPPI STATE UNIVERSITY™  
SOCIAL SCIENCE RESEARCH CENTER



SSRC Annual Report 2021  
Social Science Research Center

Emile Creel  
Bethany Deuel

# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials Advertising & Publications



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MISSISSIPPI  
DEPARTMENT OF  
EDUCATION



Superintendent's Annual Report 2019-20

## MISSISSIPPI SUCCEEDS

Rising to the Challenge

Superintendent's Annual Report  
Mississippi Department of Education  
Office of Communication &  
Government Relations

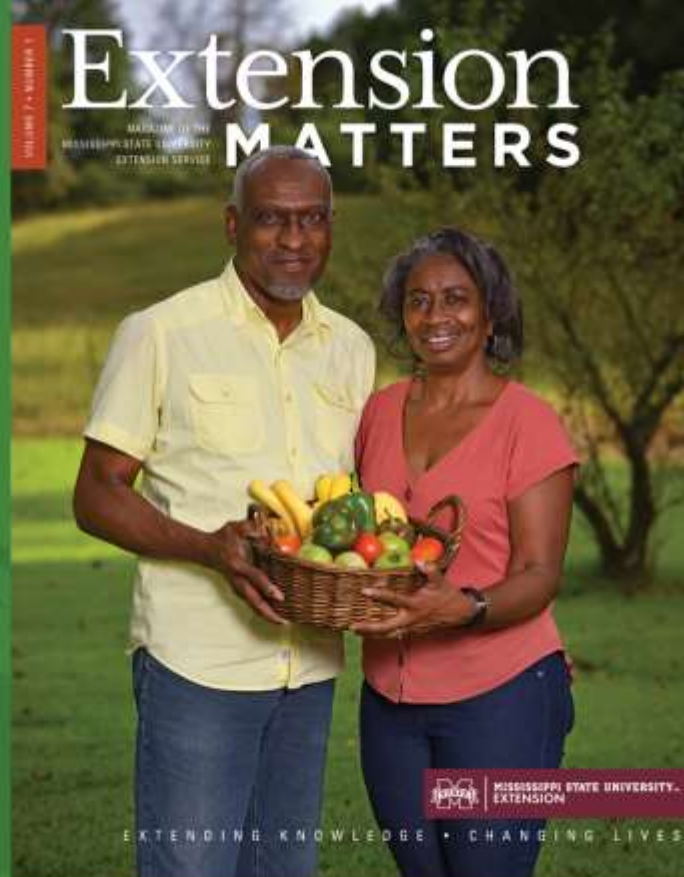
# LANTERN 2022 AWARD

T3:  
Materials  
Advertising &  
Publications



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR



Extension Matters redesign  
MSU Extension Office of Ag Communications  
Extension Matters magazine  
Content Development Team



2022  
LANTERN  
AWARDS

**T3:**  
**Materials**  
Audio &  
Video



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARD OF MERIT

T3:  
Materials  
Audio &  
Video



Tupelo City Council  
Welcome Video  
Tupelo CVB



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARD OF EXCELLENCE

T3:  
Materials  
Audio &  
Video



"Marketing Chicks  
in a PT World" Podcast  
Nesin Physical Therapy  
Amy Tubb & Jordan Martin



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# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials

Audio &  
Video



Mississippi State University  
2021 National Commercial  
Mississippi State University  
Office of Public Affairs



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# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials

Audio &  
Video



**MAKING AN IMPACT**

Making an Impact: LIVE  
at the Drive-In Media Sponsorship  
Crest Industries Marketing & Communications  
CHRISTUS St. Frances Cabrini Foundation



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# LANTERN 2022 AWARD OF EXCELLENCE

**T3:**  
**Materials**  
Audio &  
Video



2022 ANNUAL SPRF CONFERENCE

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BLAKE WILLIAMS  
COMMUNICATIONS



Pick Your Pace  
Limestone County, Alabama  
Blake Williams Communications, LLC  
Blake Williams, Shane Jackson  
John Crowe, Bethany Shockney

# LANTERN 2022 AWARD

## T3: Materials Audio & Video



2022 ANNUAL SPRF CONFERENCE

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**proxi**  
PUBLIC RELATIONS



2021 Patient Success Story Videos

The Orthopaedic Clinic, P.C.-Videos  
Proxi Public Relations  
The Orthopaedic Clinic, P.C.  
Sabrina Alexander, APR;  
Shellie Teague; Stephen Jones

The logo for the 2022 Lantern Awards features a stylized green lantern icon above the text. The text is arranged in three lines: "2022" in blue, "LANTERN" in green, and "AWARDS" in blue.

2022  
LANTERN  
AWARDS

**T3:**  
**Materials**  
Collateral  
Materials



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARD

## T3: Materials Collateral Materials



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

**proxi**  
PUBLIC RELATIONS



2021 Collateral Materials

The Orthopaedic Clinic-Collateral  
Proxi Public Relations  
The Orthopaedic Clinic, P.C.  
Sabrina Alexander, APR;  
Shellie Teague; Stephen Jones

# LANTERN 2022 AWARD

## T3: Materials Collateral Materials



The  
Cross of Christ  
for Starkville  
A community outreach project.

[StarkvilleCross.org](http://StarkvilleCross.org)

The Cross of Christ for Starkville 1

The Cross of Christ for Starkville  
Collateral Materials  
Surge Advisors, LLC  
Christie Jones Lawrence, President & Consultant  
The Cross of Christ for Starkville



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR



2022  
LANTERN  
AWARDS

T3:  
Materials  
Digital



2022 ANNUAL SPRF CONFERENCE

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# LANTERN 2022 AWARD OF EXCELLENCE

T3:  
Materials  
Digital

The Cross of Christ  
for Starkville

No Better Time Than Now

Integrated Marketing / Website  
/ Fundraising Solution

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



The Cross of Christ for Starkville  
Website

Surge Advisors, LLC

Christie Jones Lawrence, President & Consultant

The Cross of Christ for Starkville



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NOUVEAU PR



2022  
LANTERN  
AWARDS

T3:  
Materials  
Graphics



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

# LANTERN 2022 AWARD

## T3: Materials Graphics

**proxi**  
PUBLIC RELATIONS



2021 Graphic Design

The Orthopaedic Clinic-Graphics  
Proxi Public Relations  
The Orthopaedic Clinic, P.C.  
Sabrina Alexander, APR;  
Shellie Teague; Stephen Jones



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR



2022  
LANTERN  
AWARDS

**T3:**  
**Materials**  
Social Media  
Management



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials

Social Media  
Management



Elvis Glasses  
Social Media Campaign  
Tupelo CVB



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NOUVEAU PR

# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials Social Media Management



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# SLEEVES UP

to help end the pandemic



The COVID-19 Vaccine Is Available.

Safe & Effective | FDA Authorized | Available At No Cost

Click or call to find out when and where you can get vaccinated.



COVIDVACCINE.LA.GOV



211



LOUISIANA  
DEPARTMENT OF HEALTH

Sleeves Up  
Feigley Communications  
La. Department of Health



2022  
LANTERN  
AWARDS

T3:  
Materials  
Writing



2022 ANNUAL SPRF CONFERENCE

NOUVEAU PR

# LANTERN 2022 AWARD OF EXCELLENCE

## T3: Materials Writing



Finding Perspective  
MSU Extension Office of Ag Communications  
Extension Matters magazine  
Leah Barbour, Beth Barron,  
Ellen Graves, Kevin Hudson



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# LANTERN 2022 AWARDS BEST OF TIER



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# LANTERN 2022 AWARDS BEST OF TIER

The Lantern-winning entries in each Tier were ranked against each other by a panel of three APRs to determine the Best of Tier winners.



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# LANTERN 2022 AWARDS BEST OF TIER

The Lantern-winning entries in each Tier were ranked against each other by a panel of three APRs to determine the Best of Tier winners.

The three Best of Tier winners were then ranked against each other by the same panel to determine the William A. Taylor Best of Show.



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# LANTERN 2022 AWARD BEST OF TIER 1



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# LANTERN 2022 AWARD BEST OF TIER 1

Nice work in considering visuals and "real people" to tell the story/move your objectives forward in addition to the messages themselves. Well done!



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# LANTERN 2022 AWARD BEST OF TIER 1

This is a well-planned and well-executed campaign that yielded results. Research insights were used and your key stakeholder was clearly stated and front and center throughout the program. This is work to be proud of.



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# LANTERN 2022 AWARD BEST OF TIER 1

**T1:**  
**Long Term**  
Media  
Relations



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# LANTERN 2022 AWARD BEST OF TIER 1

T1:  
Long Term  
Media  
Relations



Putting a Face to Pediatric  
COVID-19 Vaccine Trials  
Ochsner Health  
Christine Rigamer, APR



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# LANTERN 2022 AWARD BEST OF TIER 3



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# LANTERN 2022 AWARD BEST OF TIER 3

Overall, this was an excellent submission. The entrant clearly understands the RPIE method and did a great job of providing clear and concise explanations for each phase of the project. The quality of the output is equally as impressive. Great job!



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# LANTERN 2022 AWARD BEST OF TIER 3

The videos are excellent. Very professionally made and they do a fantastic job of drawing the viewer in and creating an emotional connection, both to the subjects and to the mission of the center. Quality of videos is very good. I may or may not have shed a few tears watching them!



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# LANTERN 2022 AWARD BEST OF TIER 3

**T3:**  
**Materials**  
Audio &  
Video



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# LANTERN 2022 AWARD BEST OF TIER 3

**T3:**  
**Materials**  
Audio &  
Video



*The Mississippi Department of Education*  
*presents*

Mississippi's Emerging Science  
of Reading Schools Video  
Mississippi Department of Education  
Office of Communication &  
Government Relations



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# LANTERN 2022 AWARD WILLIAM A. TAYLOR BEST OF SHOW



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# LANTERN 2022 AWARD WILLIAM A. TAYLOR BEST OF SHOW

The level of detail was astounding! This campaign was well-researched and creative. I strongly recommend this campaign be considered for Best of Tier.



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# LANTERN 2022 AWARD WILLIAM A. TAYLOR BEST OF SHOW

This entry documented everything we needed to know. Goals and objectives were knocked out of the park. But what stood out the most was the enthusiasm and pride this collaborative team had in their work. They went above and beyond in their creative tactics to help spread the word and probably saved a few lives.



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# LANTERN 2022 AWARD WILLIAM A. TAYLOR BEST OF SHOW

T2:  
Short Term  
Marketing



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# LANTERN 2022 AWARD

WILLIAM A. TAYLOR  
BEST OF SHOW

T2:  
Short Term  
Marketing



Prevention Takes Action  
Memorial Health System  
Marketing & Communications Department



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# CONGRATS!

You are the PR rockstars of the Southeast.

We look forward to sharing your accomplishments with the world.



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# PHOTO CALL

Lantern and Best of Winners  
please remain after the show for  
official group and individual  
photos.



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The logo features a central vertical bar with a dark blue flag on top and a green section below containing the text 'SPRF' and 'SOUTHERN PUBLIC RELATIONS FEDERATION'. The year '2022' is positioned to the left of this bar. Below the bar, the words 'LANTERN' and 'AWARDS' are stacked in large, bold, sans-serif fonts. The background consists of stylized, overlapping arches in shades of gray and white, with two light gray circles positioned above the central bar.

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SOUTHERN PUBLIC RELATIONS FEDERATION  
LANTERN  
AWARDS