

## **SPRF Recognizes Regional PR Award Winners at Annual Conference**

The Southern Public Relations Federation (SPRF) recognized outstanding work in the field of public relations during the Lantern Awards ceremony held Sept. 22, 2015, at the Grand Hotel Marriott Resort in Point Clear, Alabama.

Awards, including Certificates of Merit, Awards of Excellence and Lantern Awards, were given within three tiers and a student category. Of the Lantern Awards given, the judges also select the Best of Show Award and two Judges' Choice Awards.

The Mississippi Department of Transportation received the William A. Taylor Best of Show Award for its "Get Your Game On" campaign designed around sports to inspire Mississippi residents not to litter. Judges commented that this entry was the complete package, with great research, great objectives, tactics and results.

Two Judges' Choice awards were presented, one to The Focus Group from Gulfport, Mississippi, for its campaign, "Every Shrimp Has a Tail; Our Shrimp Have a Story" and one to Le Meridien New Orleans for "Managing a Potential Identity Crisis: Transitioning W New Orleans to Le Meridien New Orleans." Our judges commented that Our Shrimp Have a Story had excellent creative design and content, saying it made them hungry just looking at it. The judges also complimented Le Meridien's entry for its excellent research, saying it was a great concept with regular updates to all key publics. Judges stated this entry had overall best presentation of the PR plan.

The award program received 159 entries this year. The entries were judged by accredited practitioners or PR professionals with 10+ years of experience from across the United States.

This year, SPRF upgraded to a comprehensive awards management system, offering entrants, judges and administrators a more streamlined process that is 100 percent online.

### **2015 SRPF Lantern Award Winners:**

#### **Tier One – Long Term Strategic Programs Community Relations/ Corporate/ External Communications**

Certificate of Merit

Service Line Television Commercials

Baptist Memorial Hospital - Golden Triangle

Megan Pratt

Look Productions/One Way Marketing - Jason Ruha

Certificate of Merit

The Outlet Collection at Riverwalk Grand Opening

DEVENEY

Katie Fauquier

John Deveney

Award of Excellence

Using Specialty Crops to Develop and Promote Farmers' Markets in Mississippi  
Office of Agricultural Communications  
Rick Noffsinger  
Elizabeth Gregory North

Lantern Award

Every Shrimp Has a Tail; Our Shrimp Have a Story  
American Shrimp Processors Association  
The Focus Group

Lantern Award

A Worthy Name: An Exceptional Education  
Jackson Academy  
Patti Wade, Brian Byrd, Michelle Mills

**Tier One – Long Term Strategic Programs  
Public Service**

Award of Excellence

LDWF Whooping Crane Public Awareness Campaign  
Louisiana Department of Wildlife & Fisheries  
Coastal and Nongame Resources Division  
Whooping Crane Project

Lantern Award

HERE Student Attendance Campaign  
Tuscaloosa City Schools  
Lesley Bruinton, APR

**Tier One – Long Term Strategic Programs  
Public Affairs**

Award of Excellence

Strategic Communications Plan for 2015 Legislative Session  
Mississippi Public Universities

Lantern Award

"Get Your Game On" with MDOT's Travel Resources Campaign  
Mississippi Department of Transportation

**Tier One – Long Term Strategic Programs  
Employee/Internal Communication**

Certificate of Merit  
AltaPraise Employee Recognition Program  
AltaPointe Health Systems  
Carol Mann, APR, April Douglas  
Charlette Solis, Donna Glover

**Tier One – Long Term Strategic Programs**  
**Reputation and Brand Management Programs**

Award of Excellence  
Spice It Up! Integrated Marketing Communications Campaign  
Louisiana Lottery Corporation  
Spice It Up!  
Integrated Marketing Communications

Award of Excellence  
Integrated Marketing Campaign for Spring Hill College  
Spring Hill College Student Agency Team - AveMen  
Conner F. Bueche, Bridget Duffy, Sami Hantak, Virginia Hicks, Demi Jordan, Diego Juncadella, Mac Kitchen, Leah McDonald, Hannah McIntyre, Kristen Meyer, Nicholas Smeltz, Bre Vaughn, Jack Watkins, MarciAnn White

Lantern Award  
Managing a Potential Identity Crisis: Transitioning W New Orleans to Le Meridien New Orleans  
Le Meridien New Orleans  
Emily Liuzza

Lantern Award  
Campaigning for Alabama Gulf Seafood  
Big Communications for the Alabama Seafood Marketing Commission

**Tier One – Long Term Strategic Programs**  
**Special Event Programs**

Certificate of Merit  
2014 Jackson Rhythm and Blues Festival  
Jackson Convention & Visitors Bureau  
Yolanda Clay-Moore, PR Manager

Award of Excellence  
2014 Seafood, Science & Celebrity  
JJPR

Award of Excellence  
C Spire Mississippi Gulf Resort Classic Sponsorship  
C Spire  
Corporate Communications  
Mississippi Gulf Resort Classic

Lantern Award  
5th Anniversary Little Black Dress Party  
Andi Mahoney, APR  
Leslie Moland

**Tier One – Long Term Strategic Programs  
Integrated Social Media Programs**

Award of Excellence  
Dauphin Island Park and Beach Board - Social Media  
VMR Agency

Lantern Award  
“Socializing” Alabama Gulf Seafood  
Big Communications for the Alabama Seafood Marketing Commission

**Tier One – Long Term Strategic Programs  
Potpourri**

Lantern Award  
The Louisiana Mermaid  
Venessa Lewis  
Lewis Graphic Design

Lantern Award  
Health Talk With Baptist Sponsorship - General  
Baptist Memorial Hospital-Golden Triangle  
Megan Pratt  
WCBI Television - TJ Tate, Producer

Lantern Award  
AACN CSI Academy Media Outreach  
The KARD Group PR  
Kristie Aylett, APR, for AACN

**Tier Two – Short Term Strategic Programs**  
**Community Relations/ Corporate/ External Communications**

Certificate of Merit  
Changing UP Perceptions  
Big Communications for the Uptown Entertainment District

Certificate of Merit  
Addressing Mississippi's Transportation Funding Challenges  
Mississippi Department of Transportation

Certificate of Merit  
Huntsville City Schools' Summer Labs Program Powered by Appleton  
Huntsville City Schools'

Certificate of Merit  
Serve It Up With Love Charity Tennis tournament Tenth Anniversary  
The Child Advocacy Center  
Elaine Henderson

Award of Excellence  
Choose Southern Miss  
Southern Miss  
University Communications

Award of Excellence  
Downtown Cajun Cookoff  
The Child Advocacy Center  
Elaine Henderson

Lantern Award  
Interview Etiquette 101: Manners Matter  
Clancy Smith  
University of Mississippi

Lantern Award  
MDOT Winter Weather Preparedness

Mississippi Department of Transportation

Lantern Award

SLS Booster Test Firing Plan

Kristina L. Hendrix, APR

SLS for NASA Marshall

Lantern Award

Cuba Hoy Conference

Gambel Communications

Sarah Federer

Gretchen Hirt

**Tier Two – Short Term Strategic Programs**

**Public Service**

Award of Excellence

JLNO Diaper Bank

Gambel Communications

**Tier Two – Short Term Strategic Programs**

**Employee/Internal Communications**

Award of Excellence

CPSS Provider Awareness Campaign

Mississippi Department of Mental Health

CPSS Ambassadors

**Tier Two – Short Term Strategic Programs**

**Special Event Programs**

Certificate of Merit

Go Red Premier Party

St. Dominic Hospital Marketing Team

Certificate of Merit

2015 Tee Off Fore a Cure

JJPR

Children's of Alabama

Certificate of Merit

Love Your Mind Campaign

The University of Southern Mississippi  
Students: Jamie Gominger, Kayla Gates, Tyler Hailey, and Katelyn Welch  
Professor: Dr. Vanessa Murphree

Certificate of Merit  
Southern Hotel Grand Reopening  
Gambel Communications

Certificate of Merit  
Serve It Up With Love Charity Tennis tournament Tenth Anniversary  
The Child Advocacy Center  
Elaine Henderson

Certificate of Merit  
I Hate Bacon  
University of Southern Mississippi  
Tara Burcham

Award of Excellence  
Preservation Resource Center Holiday Home Tour 2014  
Gambel Communications

Award of Excellence  
2014 Alabama Gulf Seafood Summit  
Big Communications for the Alabama Seafood Marketing Commission

Award of Excellence  
GiveNOLA Day 2014  
Gambel Communications

Award of Excellence  
Lucedale Farmers Market  
Ken Flanagan  
George County Board of Supervisors

Award of Excellence

Huntsville Restaurant Week 2014: Ten Tasty Days of Deals

Huntsville/Madison County Convention & Visitors Bureau

Jessica Carlton, Marketing Manager

Pam Williams, Tourism Sales Manager & Restaurant Week Coordinator

Award of Excellence

Holiday Hobnob

Mississippi Gulf Coast Community College

Christen H. Duhe

Award of Excellence

Downtown Cajun Cookoff

The Child Advocacy Center

Elaine Henderson

Lantern Award

Yellow Day the Movie

JJPR Agency

Lantern Award

Unified Egg Bowl

Special Olympics Mississippi

Jim Beaugez, APR

Lantern Award

Fairhope Brewing Company - 2nd Anniversary

VMR Agency

Lantern Award

2nd Annual Betsy Plank Day

The Plank Center for Leadership in Public Relations

**Tier Two – Short Term Strategic Programs**

**Integrated Social Media Programs**



Certificate of Merit

#iHeartHSV: a social media lovefest for Rocket City, USA  
Huntsville/Madison County Convention & Visitors Bureau  
Jessica Carlton, Marketing Manager  
Lauren Martinson, Social Media

Certificate of Merit

Children's Hospital New Orleans "When I Grow"  
DEVENEY

Certificate of Merit

Summer of Seafood: Mississippi Gulf Seafood Trail  
Mississippi Hospitality & Restaurant Association  
The Focus Group

Award of Excellence

25 Days of Tupelo Christmas  
Tupelo Convention & Visitors Bureau

Award of Excellence

NASA "Rocket Man" Recruitment Campaign  
Media Fusion

**Tier Two – Short Term Strategic Programs  
Potpourri**

Certificate of Merit

Tupelo CVB Tornado Campaign  
Tupelo Convention & Visitors Bureau

Certificate of Merit

The 2014 Greater Gulf State Fair PR  
VMR Agency  
The Grounds

Certificate of Merit

150th Anniversary of the Battle of Mobile Bay  
VMR Agency

Dauphin Island Park & Beach Board

Certificate of Merit

BREC's Baton Rouge Zoo Tiger Cub Campaign

BREC's Baton Rouge Zoo

Award of Excellence

Do Something Super // C Spire Heart Heroes

C Spire

American Heart Association

**Tier Three – Tactical Materials/Projects  
Newsletters/Magazines**

Certificate of Merit

Coast Electric Hotlines

Ron Barnes, APR, April Lollar, APR, Melissa Russo

Certificate of Merit

BREC's Park Bench Newsletter

BREC

Award of Excellence

MAFES Discovers

Mississippi Agricultural and Forestry Experiment Station

Karen Brasher, Vanessa Beeson, David Ammon, Stephen Caples

Award of Excellence

Focus Newsletter

Mississippi Division of Medicaid

Matt Westerfield

Erin Barham

Award of Excellence

Harbert Magazine

Auburn University Harbert College of Business

Award of Excellence

Exchange Retailer Newsletter  
Louisiana Lottery Corporation

Lantern Award  
Baldwin County Economic Development Alliance BIQ Newsletter  
JJPR Agency

Lantern Award  
Yes Ma'am Magazine  
St. Dominic Hospital  
Marketing Team

**Tier Three – Tactical Materials/Projects  
Annual Reports**

Award of Excellence  
Advancement Report  
LSU School of Veterinary Medicine  
Ginger Guttner

Award of Excellence  
FY2014 Annual Report  
Mississippi Development Authority  
Stacey Gaines, Alana Bowman, Anna Ehrgott  
Marlo Dorsey, Jeff Rent, Tammy Craft

Award of Excellence  
State of the Industry Annual Report  
Mississippi Gaming & Hospitality Association  
State of the Industry Annual Report  
The Focus Group

Lantern Award  
Membership Matters  
Coast Electric Power Association  
Communications Department

**Tier Three – Tactical Materials/Projects  
Brochures**

Award of Excellence  
Living Cooperative Principle 7 - Concern for Community  
Coast Electric Power Association  
Communications Department

Lantern Award  
Fact Sheet Brochure for 2015 Legislative Session  
Mississippi Public Universities

**Tier Three – Tactical Materials/Projects  
News Releases**

Certificate of Merit  
Savoie's 60 Anniversary  
BBR Creative for Savoie's Sausage and Food Products, Inc.  
Julie Gauthier and Hailey Vincent

Certificate of Merit  
Baptist GT's Ambulance Service Receives Heart Association Award  
Baptist Memorial Hospital - Golden Triangle  
Megan Pratt  
Donna Grant

Lantern Award  
Oceana Response  
American Shrimp Processors Association  
The Focus Group

**Tier Three – Tactical Materials/Projects  
Editorials/Opinion Pieces**

Lantern Award  
Letter to the Editor by Aubrey Patterson, President of the Board of Trustees  
Mississippi Public Universities

**Tier Three – Tactical Materials/Projects  
Speeches**

Certificate of Merit  
Forging New Federal Policies: The Next 50 Years of the Higher Education Act

LSU  
Ashley Arceneaux  
Jewel Hampton

**Tier Three – Tactical Materials/Projects  
Feature Stories**

Award of Excellence  
FACE Magazine Article  
BBR Creative for Louisiana Economic Development  
BBR Creative Public Relations Department

**Tier Three – Tactical Materials/Projects  
Magazine/Newspaper Articles**

Certificate of Merit  
Civil Air Patrol Volunteer Special Commemorative Edition  
Civil Air Patrol special commemorative edition  
Julie DeBardelaben, Steve Cox, Dan Bailey, Frank Blazich, John Swain

**Tier Three – Tactical Materials/Projects  
PowerPoint/Prezi Presentation**

Award of Excellence  
Prezi For The Win  
Mississippi Department of Transportation  
Robert Pettit

**Tier Three – Tactical Materials/Projects  
Logo and Collateral**

Certificate of Merit  
Keep Louisiana Beautiful Rebranding  
DEVENEY  
Keep Louisiana Beautiful  
Maggie Callan, Samantha Starr, James Michael Cox

Certificate of Merit  
Serve It Up With Love Charity Tennis tournament Tenth Anniversary  
The Child Advocacy Center  
Elaine Henderson

Certificate of Merit  
75th Anniversary Logo  
Huntsville Utilities  
Deborah Hudson

Certificate of Merit  
LIVEcapitalized  
Baton Rouge Area Chamber & Covalent Logic

Award of Excellence  
JJ Eyes Logo  
JJPR

Award of Excellence  
RE/MAX By The Bay Corporate Identity  
RE/MAX By The Bay  
Deborah York Geiger

Award of Excellence  
Alexandria/Pineville Area Convention & Visitors Bureau

**Tier Three – Tactical Materials/Projects  
Signage**

Award of Excellence  
Lynn Meadows Discovery Center Sign  
Lynn Meadows Discovery Center  
Sonja Gillis

**Tier Three – Tactical Materials/Projects  
External Websites**

Certificate of Merit  
The Louisiana Mermaid  
Venessa Lewis  
Lewis Graphic Design

Certificate of Merit  
Mississippi Division of Medicaid website redesign  
Mississippi Division of Medicaid

Erin Barham

Certificate of Merit

Big Communications for Alabama Gulf Seafood & EatAlabamaSeafood.com

Certificate of Merit

Harbert College of Business Website Re-Design

Auburn University Harbert College of Business

Jennie Powers

Award of Excellence

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

Lynn Meadows Discovery Center

Sonja Gillis

Award of Excellence

Huntsville-Madison County Public Library Website

Media Fusion, Inc.

Award of Excellence

[www.americanshrimp.com](http://www.americanshrimp.com)

American Shrimp Processors Association

The Focus Group

Award of Excellence

"Our Congressional Gold Medal Journey

Civil Air Patrol National Headquarters

Julie DeBardelaben, Steve Cox, Dan Bailey, Frank Blazich, John Swain, Joe Hall

Lantern Award

[choose.usm.edu](http://choose.usm.edu)

University of Southern Mississippi: University Communications

Aaron Green, Lauren Smith, Geoff LoCicero, Latonya Frelix

Lantern Award  
Start Your Trip Off Right with MDOTtraffic.com  
Mississippi Department of Transportation

Lantern Award  
Tupelo CVB Website  
Tupelo Convention & Visitors Bureau  
Design Sensory

Lantern Award  
Mississippi Power - Website  
Mississippi Power  
Tracy Yanez

**Tier Three – Tactical Materials/Projects  
Apps Developed for Mobile Devices**

Certificate of Merit  
NASA 3DV App  
Media Fusion, Inc.

**Tier Three – Tactical Materials/Projects  
Facebook**

Certificate of Merit  
Downtown Jackson is Open for Business #EatJackson14  
Jackson Convention & Visitors Bureau  
Yolanda Clay-Moore

Certificate of Merit  
BREC - Farr Park Facebook Post  
BREC

Lantern Award  
The Education Minute  
University of Mississippi School of Education  
Andrew Abernathy  
Kelvin Willingham



Lantern Award  
Windsor Court Hotel, 30 Ways to Give Back  
DEVENEY

Lantern Award  
American Shrimp Processors Association - Facebook  
American Shrimp Processors Association  
The Focus Group

**Tier Three – Tactical Materials/Projects  
YouTube/Recorded Videos**

Certificate of Merit  
LSU YouTube Channel  
Louisiana State University  
Dan Noah  
Director of Video Production

Certificate of Merit  
Spring Hill College Promotional Videos  
Spring Hill College  
Michael Short

Certificate of Merit  
Open your Heart Video  
American Heart Association - Metro Jackson  
Christopher Mims

Certificate of Merit  
MedjetAssist - All the Way Home  
GodwinGroup  
Drew McKercher

Award of Excellence  
Spring Hill College YouTube Redesign  
Spring Hill College

Johnny Stevens, Laura McNeil, and Chris Hughes

Award of Excellence  
The Food Factor  
Agricultural Communications  
The Food Factor  
Production Team

Award of Excellence  
Research Videos  
Southern Miss  
University Communications

Award of Excellence  
Badger Television  
Spring Hill College  
Badger Television  
Sharee Broussard, Ph.D, Johnny Stevens, William Rowan and the Students of Badger Television

Award of Excellence  
"Get Your Game On" Travel Resources Campaign  
Mississippi Department of Transportation

Award of Excellence  
Virginia College Baton Rouge Graduation Video  
GodwinGroup  
Drew McKercher

Lantern Award  
NASA Technology Video  
Media Fusion, Inc.

Lantern Award  
"Thursday on the Hill" Newscast  
Spring Hill College  
Badger Television  
Johnny Stevens, Bill Rowan, Bre Vaughn, Juan Soto, Diego Juncadella, Chris Portie, Michael Short, Natalie

Finnorn, Trevor Warren, Rebeca Marroquin, Travis Cummings, Devon Sheehy, and Kerrie Ebanks

Lantern Award

We Are Here Commercial

White-Wilson Medical Center, We Are Here

Andi Mahoney, APR

Leslie Moland

Lantern Award

Tupelo CVB "Bryer Saves the Day" Video

Tupelo Convention & Visitors Bureau

**Tier Three – Tactical Materials/Projects  
Research**

Certificate of Merit

Competitive Marketing Audit

RE/MAX By The Bay

Deborah York Geiger

**Tier Three – Tactical Materials/Projects  
Potpourri**

Certificate of Merit

Sweetheart Basket Fundraiser For American Cancer Society

Baptist Memorial Hospital - Golden Triangle

Donna Grant

Megan Pratt

Certificate of Merit

Journey to College

LSU

Office of the President

University Relations

Award of Excellence

Digital Media Kit

BBR Creative for Louisiana Economic Development

BBR Creative Public Relations Department

Award of Excellence

Dr. Ali Direct Mail

CHRISTUS St. Frances Cabrini Hospital

Micah Walker

Julie Hollingsworth-Henry

Lantern Award

Alabama Gulf Seafood and Back Forty Beer 2014 Mobile Media Tour

Big Communications and Peritus Public Relations for Two Staple Alabama Brands

Lantern Award

MSU Extension Service banner stand display set

Mississippi State University Extension Service Agricultural Communications

Phillip Smith

Elizabeth Gregory North

### **SPRF Special Recognition**

Judge's Choice Award

Every Shrimp Has a Tail; Our Shrimp Have a Story

American Shrimp Processors Association

The Focus Group

Judge's Choice Award

Managing a Potential Identity Crisis: Transitioning W New Orleans to Le Meridien New Orleans

Le Meridien New Orleans

Emily Liuzza

William A. Taylor – Best of Show Award

“Get Your Game On” with MDOT’s Travel Resources Campaign

Mississippi Department of Transportation

