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Southern Public Relations Federation Announces 2016 Lantern Award Winners

The Southern Public Relations Federation (SPRF) recognized outstanding work in the field of public relations during the Lantern Awards ceremony held September 20 at the Sandestin Golf & Beach Resort in Sandestin, Fla.

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

The University of Southern Mississippi (member of Public Relations Association of Mississippi, Pine Belt Chapter) received the **William A. Taylor Best of Show Award** for its "My Southern Miss Story" campaign as part of a strategy to recruit new students utilizing advertising.

Two **Judges' Choice awards** were presented: one to Big Communications (member of the Public Relations Council of Alabama, Birmingham Chapter) for their "Clutch Crew: Revving up Influencer PR Campaign" for Valvoline and the other to the American Heart Association – Metro Jackson (member of the Public Relations Association of Mississippi, Central Chapter) for their "Open Your Heart" video.

In addition to these awards, here is a complete list of the award recipients alphabetically by state, then by local chapter and then by company or organization name:

Alabama

Big Communications, member of Public Relations Council of Alabama (PRCA) Birmingham, received a Lantern Award and the Judges' Choice Award for "Clutch Crew: Revving Up Influencer PR – Big Communications for Valvoline."

Auburn University Graduate School, member of PRCA East Alabama, received a Certificate of Merit for the Auburn University Graduate School Magazine.

Auburn University Raymond J. Harbert College of Business, member of PRCA East Alabama, received a Certificate of Merit for the Auburn University Entrepreneurship Summit, a Certificate of Merit for the Harbert Magazine and an Award of Excellence for the "Auburn Marketing Student finds Victory Lane" campaign.

Mobile County Public Schools, member of PRCA Mobile, received an Award of Excellence for the "Telling Our Story" campaign and a Lantern Award for "The Class of 2016 Is on Its Way" campaign.

Project Design Group, Inc., member of PRCA Mobile, received a Lantern Award for the Mobile Area Council of Engineers (MACE) 2016 Awards.

Spring Hill College, member of PRCA Mobile, received an Award of Excellence for the "Endless Reasons to Give" (Give Day 2016 Campaign Video).

U.S. Fish and Wildlife Service, member of PRCA Mobile, received an Award of Excellence for the "Fish Tales: Field Notes from a Hutton Scholar" campaign.

University of South Alabama Hospitals, member of PRCA Mobile, received a Lantern Award for the "Lights of Love 2015" campaign and an Award of Excellence for the news releases for the "Lights of Love 2015" campaign.

Huntsville Utilities, member of PRCA North Alabama, received a Lantern Award for the HEEM: Huntsville Extreme Energy Makeovers.

Media Fusion, Inc., member of PRCA North Alabama, received a Lantern Award for the Arts Huntsville Rebranding Video, an Award of Excellence for Arts Huntsville Rebranding campaign and a Certificate of Merit for the Maples Rugs Website.

University of North Alabama, member of PRCA North Alabama, received an Award of Excellence for “Ignite. Dream. STEAM. UNA COAS Branding Campaign” and an Award of Excellence for Carmen Burkhalter Webcasts for UNA's College of Arts and Sciences.

Alabama Public Radio, member of PRCA West Alabama, received a Lantern Award for “Putting the Pub in Public Radio.”

The City of Tuscaloosa, member of PRCA West Alabama, received an Award of Excellence for “Road Projects Project – More Lanes. Smoother Roads. Coming Soon,” an Award of Excellence for “Tuscaloosa 5yrsFWD” and a Lantern Award for the 10th Annual Mayor's Cup 5K and 10K for Pre-K.

UA-Plank Center for Leadership in Public Relations, member of PRCA West Alabama, received a Lantern Award for The Plank Center's 10th Anniversary Celebration.

Florida

Air Force Enlisted Village, Inc., member of Emerald Coast Public Relations Organization (ECPRO), received an Award of Excellence for “Capturing a Nonprofit Mission with a Photograph.”

Louisiana

Blue Cross and Blue Shield of Louisiana Foundation, member of Public Relations Association of Louisiana (PRAL) Baton Rouge, received a Certificate of Merit for the “Drug Takeback Boxes” campaign, an Award of Excellence for the “Challenge for a Healthier Louisiana” campaign and an Award of Excellence for the Angel Awards.

BREC, member of PRAL Baton Rouge, received a Certificate of Merit for BREC’s Volunteer Program Branding and “Be Good, Do Good, Think BREC” Campaign, a Certificate of Merit for the BREC Annual Report, an Award of Excellence for the “This Month at BREC” campaign, an Award of Excellence for BREC’s 2016 Strategic Communications Plan, an Award of Excellence for BREC’s 2015 Summer Camp

Campaign, a Lantern Award for “Reimagining Howell Community Park: Turning Community Frustration into a Force for Good” and a Lantern Award for the BREC Website.

The Louisiana Lottery Corporation, member of PRAL Baton Rouge, received an Award of Excellence for the Exchange Retailer Newsletter and an Award of Excellence the “Love to Win” Emojigram Twitter Promotion.

The LSU School of Veterinary Medicine, member of PRAL Baton Rouge, received a Certificate of Merit for La Veterinaire 2015.

Alexandria/Pineville Area CVB, member of PRAL Central, received a Lantern Award for “Eat Here Cenla.”

LSU Alexandria, member of PRAL Central, received a Certificate of Merit for the LSUA Recruitment Commercial and a Certificate of Merit for the LSUA Travel Piece.

Merit Health, member of PRAL Central, received an Award of Excellence for Hospital Crisis Communications.

Rapides Regional Medical Center, member of PRAL Central, received a Certificate of Merit for the Colors of Courage 5K Color Run.

Southern Heritage Bank, member of PRAL Central, received a Certificate of Merit for the “Southern Heritage Bank Celebrates our Southern Heritage” campaign.

DEVENEY, member of PRAL New Orleans, received a Certificate of Merit for the “10th Anniversary of Hurricane Katrina” campaign, a Certificate of Merit for Proposition Coalition and a Lantern Award for the “Be an Everyday Hero” campaign.

Gambel Communications, member of PRAL New Orleans, received a Certificate of Merit for the New Orleans Women & Children's Shelter - Name Change, a Certificate of Merit for the B.B. King's Blues Club Grand Opening Celebration and a Lantern Award for the Fogo de Chao Grand Opening.

HUB, member of PRAL New Orleans, received a Lantern Award for the Puerto Vallarta Family Travel Campaign and a Lantern Award for the GoRving.com "On the Road" Social Media Campaign.

Ochsner Health System, member of PRAL New Orleans, received an Award of Excellence for the “Ochsner’s Rise after Hurricane Katrina” campaign.

Online Optimism, member of PRAL New Orleans, received a Certificate of Merit for the “FUHWE Downloads a Successful Product Launch!” and an Award of Excellence for the “Artists Behind Mardi Gras Proudly Emerge as The Carnival Collective” campaign.

Garrison & Associates, Advertising & Public Relations, Inc., member of PRAL Northwest, received an Award of Excellence the “McDonald's Sound Off” campaign.

Mississippi

American Heart Association - Metro Jackson, member of the Public Relations Association of Mississippi (PRAM) PRAM Central, received a Lantern Award and a Judges' Choice Award for the “Open Your Heart” Video.

The Baptist Children's Village, member of PRAM Central, received an Award of Excellence for the 2015 BCV "It's Worth It" Alumni Video and a Lantern Award for the BCV 2015 Annual Offering Campaign.

Entergy Mississippi, Inc., member of PRAM Central, received a Certificate of Merit for the Entergy Mississippi's Bright Future Solar Project.

GodwinGroup, member of PRAM Central, received an Award of Excellence for the South Mississippi Electric Solar Rollout and an Award of Excellence for the South Mississippi Electric Solar Media Box.

LEC INC, member of PRAM Central, received a Certificate of Merit for the LEC INC IIoT Brochure and an Award of Excellence for the LEC INC General Informational Brochure.

Merit Health, member of PRAM Central, received a Certificate of Merit for the Merit Health Central 50th Anniversary Celebration and an Award of Excellence for the Merit Health Senior Circle Launch

Mississippi Department of Education, member of PRAM Central, received a Certificate of Merit for the Mississippi College and Career Ready Standards Feedback Forum, an Award of Excellence for the “Mississippi Leads Nation for 4th Grade Gains on National Assessment of Educational Progress” campaign, a Lantern Award for the Mississippi School Spotlight Video and a Lantern Award for the MDE Annual Report.

Mississippi Department of Transportation, member of PRAM Central, received an Award of Excellence for the “TZD: Toward Zero Deaths” campaign, an Award of Excellence for the “Bridging the Road to Renewal - Katrina+10” campaign, an Award of Excellence for the “Navigating the Nation's First Split

Diverging Diamond Interchange” campaign, an Award of Excellence for the “Bridging the Road to Renewal - Katrina+10” Exhibit, an Award of Excellence for the “Don't Toy with Driving - Traffic Safety Education” campaign and a Lantern Award for the “Sharing Moments from Mississippi's Transportation Story” campaign.

Mississippi Division of Medicaid, member of PRAM Central, received a Lantern Award for the “Putting People First, Disaster and Safety Management” campaign.

Mississippi Institutions of Higher Learning, member of PRAM Central, received a Lantern Award for the University of Mississippi Chancellor Search Communications Plan.

Baptist Memorial Hospital - Golden Triangle, member of PRAM Golden Triangle, received a Certificate of Merit for Behavioral Health Television Commercials, an Award of Excellence for the “Holiday Fundraisers Engage Employees, Support Community” campaign, and an Award of Excellence for the “Hospice Patient Receives Priceless Wish” campaign.

Jackson-George Regional Library System, member of PRAM Gulf Coast, received a Lantern Award for JGRS Wayfinding and Color Coded Signage.

Singing River Electric, member of PRAM Gulf Coast, received an Award of Excellence for Singing River Electric - Cooperative University.

Coast Electric Power Association, member of PRAM Mississippi Beach, received an Award of Excellence for Coast Electric Millennial Engagement, an Award of Excellence for Living Cooperative Principle 7, a Lantern Award for the Coast Electric Ready, Set, Glow 5k, a Lantern Award for the Coast Electric MS Legislature Bill Grassroots email campaign and a Lantern Award for the “Bright Future” campaign.

The KARD Group PR, member of PRAM Mississippi Beach, received a Certificate of Merit for the AACN CSI Academy news releases, the Award of Excellence for AACN Journal Media Outreach, an Award of Excellence for the “Over the Edge for Habitat” campaign, a Lantern Award for the MGRC Media Center Management plan.

Mississippi Gulf Coast Community College, member of PRAM Mississippi Beach, received a Lantern Award for the Holiday Hobnob & Cookie Competition.

Port of Gulfport, member of PRAM Mississippi Beach, received an Award of Excellence for the Port of Gulfport Job Awareness & Preparedness Workshop Series and a Lantern Award for the Port of Gulfport Silo Pour Project.

Mississippi State University, member of PRAM MSU/Starkville, received a Certificate of Merit for the MSU Twitter Strategy, a Certificate of Merit the “College of Agriculture and Life Sciences Influence” campaign, a Certificate of Merit for the Dr. Mark E. Keenum Brand Speech, a Certificate of Merit for the MAFES Discovers website, an Award of Excellence for the College and Agriculture and Life Sciences/College of Forest Resources Recruiting Campaign, an Award of Excellence for the MSU External Communications Initiative, an Award of Excellence for MSU Employee/Internal Communication, an Award of Excellence for the MSU Brand Launch Event, an Award of Excellence for the MSU Instagram Strategy, an Award of Excellence for the MSU Brand Video, an Award of Excellence for the “The Community Behind the Candles” campaign, an Award of Excellence for the MAFES Discovers newsletter, a Lantern Award for the MSU Social Media Strategy, a Lantern Award for the Mississippi State Brand Initiative and a Lantern Award for the “MSU Experience Photos” campaign.

Mississippi State University Extension Service, member of PRAM MSU/Starkville, received a Certificate of Merit for the “Sweeter in Mississippi: The SunBelt Ag Expo Experience” campaign, an Award of Excellence for the “Bite Back, Mississippi!: Fire Ant Control” campaign, an Award of Excellence for “Extension Matters” and a Lantern Award for the MSU DAFVM Annual Report 2015.

Mississippi State University High Performance Computing Center, member of PRAM MSU/Starkville, received a Certificate of Merit for The FAA's Center of Excellence for UAS Research, "ASSURE," the Alliance for System Safety of UAS through Research Excellence; an Award of Excellence for the HPC2 2015 SuperComputing Conference Booth; and an Award of Excellence for the Mississippi State Geosystems Research Institute Annual Report.

Mississippi State University Office of Ag Communications, member of PRAM MSU/Starkville, received an Award of Excellence for Farmweek, October 30, 2015.

Tupelo Convention & Visitors Bureau, a member of PRAM Northeast, received an Award of Excellence for the 2015 Elvis Week Takeover campaign, an Award of Excellence for Friday Night Mics, an Award of Excellence for Tupelo Hotel Kiosks and a Lantern Award for #MyTupelo A-Frame Signs.

University of Mississippi, member of PRAM Ole Miss/Oxford, received an Award of Excellence for the “College Board Members get an ‘F’ in Public Relations: campaign, an Award of Excellence for the “Stick A

Needle in my Calf? Are you Kidding?” campaign and a Lantern Award for the Opportunity Starts Here: Ole Miss Education Graduate Studies View Book.

The Children's Center, member of PRAM Pine Belt, received a Certificate of Merit for The Children's Center: Kayson Uses His Voice and an Award of Excellence for The Children's Center Classic.

College of Health, The University of Southern Mississippi, member of PRAM Pine Belt, received an Award of Excellence for the “Making the Move to Kinesiology” campaign.

MightyPenguin Design, member of PRAM Pine Belt, received a Lantern Award for the 2016 SPARK Entry Lifting Entertaining Candidate Teasers (ELECT e-cards).

South Mississippi Electric, member of PRAM Pine Belt, received a Certificate of Merit for the People behind the Power Brand Video.

The University of Southern Mississippi, member of PRAM Pine Belt, received a Lantern Award for the Pandora Ads - Spring 2016 Campaign, a Lantern Award for the Southern Miss Recreational Sports Comprehensive Services Brochure, a Lantern Award for the Career Services Twitter Account and a Lantern Award and Best of Show award for the “My Southern Miss Story” campaign.

Founded in 1972, SPRF is the umbrella organization for the Public Relations Council of Alabama, Public Relations Association of Mississippi, the Public Relations Association of Louisiana and Emerald Coast Public Relations Organization. SPRF exists to further the professional and networking interests of today’s public relations and communication professionals in private, public and nonprofit businesses and organizations. Along with networking, SPRF serves to advocate on behalf of and assist its members through ongoing professional development and defining ethical behavior. For more information about SPRF, visit the organization’s website at www.sprf.org.