

# 2023 SPRF Lantern Awards

## Full Winners' List

Huntsville, AL // September 12, 2023

### PROFESSIONAL AWARDS (56)

#### BEST OF WINNERS

##### **William A. Taylor Best of Show // Best of Tier 3**

Tactical Materials/Projects // Audio & Video

Vax Matters Podcast

Feigley Communications (PRAL Baton Rouge)

Trey Williams

##### **Best of Tier 1**

Long Term Strategic Programs // Integrated Communications

Down to Earth Campaign

Alabama Farmers Federation (PRCA Montgomery)

Mary Johns

##### **Best of Tier 2**

Short Term Strategic Programs // Community Relations & Public Service

Recruiting the next generation of cross-culturally competent airmen

Metro Professional Services (PRCA Montgomery)

Mikala McCurry

##### **Best of Student Entries**

Student Entries // Special Events

Lights, Camera, ACTION! Lighting Up The Magnolia Independent Film Festival

MSU PRISM, Department of Communication (PRAM MSU/Starkville)

Anna Wilkinson

#### TIER ONE WINNERS

##### **Long Term Strategic Programs // Integrated Communications**

*Award of Excellence*

Alabama Port Authority Campaign - 2023

JJPR Agency (PRCA Mobile)

Jessica Tobon

*Lantern Award // Best of Show*

Down to Earth Campaign

Alabama Farmers Federation (PRCA Montgomery)

Mary Johns

##### **Long Term Strategic Programs // Internal Communications**

*Lantern Award*

Living Our Values: Crest Industries Culture Corps



Crest Industries (PRAL Central)  
Sarah LaBorde

**Long Term Strategic Programs // Marketing**

*Award of Excellence*

LSUA "Your Future Without Limits" Marketing Campaign  
Louisiana State University of Alexandria (PRAL Central)  
Chase Dyess

*Certificate of Merit*

Sweet Grown Alabama Specialty Crop Videos  
Alabama Farmers Federation (PRCA Montgomery)  
Mary Johns

**Long Term Strategic Programs // Media Relations**

*Lantern Award*

Down to Earth Day Media Competition  
Alabama Farmers Federation (PRCA Montgomery)  
Mary Johns

**Long Term Strategic Programs // Potpourri**

*Lantern Award*

Tupelo Cocktail Trail  
Tupelo Convention & Visitors Bureau (PRAM Northeast)  
Jennie Bradford Curlee, APR

*Certificate of Merit*

Westervelt Through Our Eyes - The First Five years  
The Westervelt Company (PRCA West Alabama)  
Susan Poole, APR

**Long Term Strategic Programs // Reputation, Issues & Brand Management**

*Lantern Award*

Under Construction! Developing Our Famous Home Town's Online Presence  
City of Laurel (PRAM Pine Belt)  
Kat Romero, APR

*Certificate of Merit*

Cooperative Youth Leaders: Rebrand and Digital Strategies  
Electric Cooperatives of MS (PRAM Central)  
Lydia Walters

*Award of Excellence*

Our Promise: Memorial's Cultural Transformation  
Memorial Health System (PRAM MS Beach)  
Erin Rosetti



*Lantern Award*

MSU College of Arts & Sciences: 2022 Academic Year Branding  
Mississippi State University, College of Arts & Sciences (PRAM MSU/Starkville)  
Karyn Brown



**Long Term Strategic Programs // Special Events**

*Award of Excellence*

Art, Wine & Wheels  
Kim Foster, APR

*Certificate of Merit*

Down to Earth Kickoff  
Alabama Farmers Federation (PRCA Montgomery)  
Mary Johns

*Award of Excellence*

CENLA 4WARD  
Crest Industries (PRAL Central)  
Sarah LaBorde



**TIER TWO WINNERS**

**Short Term Strategic Programs // Community Relations & Public Service**

*Award of Excellence*

Accountability Grades Communication Campaign  
Mississippi Department of Education (PRAM Central)  
Jean Cook

*Lantern Award*

Shining a light on residential solar misconceptions  
SWEPCO (PRAL Northwest)  
Michelle Marcotte

*Award of Excellence*

2022 Light The Night Campaign  
Beta Engineering (PRAL Central)  
Anne Mertens

*Lantern Award*

United Way Book Club  
United Way of Northwest Louisiana (PRAL Northwest)  
Paige Melton

*Lantern Award // Best of Show*

Recruiting the next generation of cross-culturally competent airmen  
Metro Professional Services (PRCA Montgomery)  
Mikala McCurry

**Short Term Strategic Programs // Crisis Communications**

*Certificate of Merit*

CFM Jackson Water Crisis Response  
Community Foundation for Mississippi (PRAM Central)  
Sophie Wolf

**Short Term Strategic Programs // Integrated Communications**

*Lantern Award*

Louisiana Central Regional Economic Development Summit: Big Idea  
Playbook  
Louisiana Central (PRAL Central)  
Britni Lilley

*Lantern Award*

Covalent Logic - Cleco Watt Matters 2022 Campaign  
Covalent Logic (PRAL Baton Rouge)  
Julie Donald

*Certificate of Merit*

The University of Alabama 'Roll Tide' from Space  
The University of Alabama (PRCA West Alabama)  
Stephanie Pettis

**Short Term Strategic Programs // Marketing**

*Award of Excellence*

USA Health Mitchell Cancer Institute - Breast Cancer Campaign 2023  
JJPR Agency (PRCA Mobile)  
Jessica Tobon

**Short Term Strategic Programs // Media Relations**

*Award of Excellence*

Hotel Tupelo Media Relations Campaign  
Tupelo Convention & Visitors Bureau (PRAM Northeast)  
Jennie Bradford Curlee, APR

*Lantern Award*

Women In Agriculture Campaign  
Sanderson Farms (PRAM Pine Belt)  
Ashley Rea



**Short Term Strategic Programs // Special Events**

*Lantern Award*

MCPSS Teacher Recruitment Fair  
Mobile County Public Schools (PRCA Mobile)  
Rena Philips

*Award of Excellence*

Novelis Groundbreaking 2023  
JJPR Agency (PRCA Mobile)  
Jessica Tobon

*Award of Excellence*

The University of Alabama Tutwiler: The End of an Era  
The University of Alabama (PRCA West Alabama)  
Stephanie Pettis

*Award of Excellence*

CORK XVI: A Red River Revel Wine Event  
Lagniappe P.R.I.M.E., LLC. (PRAL Northwest)  
Emerie Eck Holtzclaw

*Certificate of Merit*

Limestone County Economic Development Association Career Tech Education Scholarships Fund  
Blake Williams Communications (PRCA North Alabama)  
Blake Williams

**TIER 3 WINNERS**

**Tactical Materials/Projects // Advertising & Publications**

*Certificate of Merit*

020-21 Superintendent's Annual Report  
Mississippi Department of Education (PRAM Central)  
Jean Cook

*Certificate of Merit*

Bright Minds, Good Hearts Viewbook  
Jackson Academy (PRAM Central)  
Patti Wade

*Certificate of Merit*

2021 Corporate Communication Department Annual Report  
Sanderson Farms (PRAM Pine Belt)  
Ashley Rea

*Award of Excellence*



MSU's College of Arts & Sciences Vision Magazine 2023  
Mississippi State University, College of Arts & Sciences (PRAM MSU/Starkville)  
Karyn Brown

**Tactical Materials/Projects // Audio & Video**

*Award of Excellence*

You Can Soar  
Jackson Academy (PRAM Central)  
Patti Wade

*Lantern Award*

Huntsville Animal Services Adoption League of Heroes Video  
NSPARC at MSU (PRAM MSU/Starkville)  
Laura McPhail, APR

*Certificate of Merit*

Outstanding Young Farm Family Videos  
Alabama Farmers Federation (PRCA Montgomery)  
Mary Johns

*Lantern Award //Overall Best of Show*

Vax Matters Podcast  
Feigley Communications (PRAL Baton Rouge)  
Trey Williams

*Award of Excellence*

MSU's College of Arts & Sciences Vision Podcast 2022  
Mississippi State University, College of Arts & Sciences  
(PRAM MSU/Starkville)  
Karyn Brown

*Award of Excellence*

MSU's College of Arts & Sciences Vision TV 2022  
Mississippi State University, College of Arts & Sciences  
(PRAM MSU/Starkville)  
Karyn Brown

**Tactical Materials/Projects // Collateral Materials**

*Certificate of Merit*

2021 Annual Report/Gold Medal Application  
BREC (PRAL Baton Rouge)  
Cheryl Michelet

*Certificate of Merit*

The Honors College at Auburn University: Incoming Mailer  
Honors College at Auburn University (PRCA East Alabama)  
Wade Berry



### **Tactical Materials/Projects // Digital**

*Award of Excellence*

Alabama Port Authority Website - 2023  
JJPR Agency (PRCA Mobile)  
Jessica Tobon

### **Tactical Materials/Projects // Graphics**

*Certificate of Merit*

Alabama Port Authority Branding - 2023  
JJPR Agency (PRCA Mobile)  
Jessica Tobon

### **Tactical Materials/Projects // Social Media Management**

*Award of Excellence*

Digging Into #FossilFriday  
Mississippi Department of Environmental Quality (PRAM Central)  
Jan Schaefer

*Certificate of Merit*

In Full Swing Social Media Campaign  
Red Sage Communications (PRCA North Alabama)  
Abby Guasti, APR

### **Tactical Materials/Projects // Writing**

*Lantern Award*

Digging Into #FossilFriday  
Mississippi Department of Environmental Quality (PRAM Central)  
Jan Schaefer

### **STUDENT ENTRY WINNERS**

#### **Advertising & Publications**

*Student Excellence*

Mississippi State University's Department of Communication Annual Report  
Volunteer Mississippi (PRAM Central)  
Zoie Henson

*Certificate of Merit*

Department of Geosciences' Public Image Out of the Stone Age  
MSU PRISM, Department of Communication (PRAM MSU/Starkville)  
Anna Wilkinson

#### **Campaigns**

*Student Excellence*

The Speaking Center at Mississippi State University: Making it Public  
MSU PRISM, Department of Communication (PRAM MSU/Starkville)  
Anna Wilkinson



## **Digital**

### *Lantern Award*

Office of Prestigious External Scholarships: Posting with Prestige  
MSU PRISM, Department of Communication (PRAM MSU/Starkville)  
Anna Wilkinson

## **Potpourri**

### *Certificate of Merit*

Story State: Crooked Letter Tales  
MSU PRISM, Department of Communication (PRAM MSU/Starkville)  
Anna Wilkinson

## **Social Media Management**

### *Lantern Award*

The Magnolia Independent Film Festival: A Social Bloom at 25  
MSU PRISM, Department of Communication (PRAM MSU/Starkville)  
Anna Wilkinson

## **Special Events**

### *Lantern Award // Best of Show*

Lights, Camera, ACTION! Lighting Up The Magnolia Independent Film Festival  
MSU PRISM, Department of Communication (PRAM MSU/Starkville)  
Anna Wilkinson