

2017 Lantern Awards Banquet

Tupelo, MS | September 26, 2017

Tier One: Long Term Strategic Programs (7 months or Longer) > Community Relations/Corporate/External Communication

Certificate of Merit

Huntsville Utilities
For Annual Bill Insert Campaign

Certificate of Merit

JJPR
For Innovation PortAL

Certificate of Merit

North Alabama PRCA Chapter
For Community Service 2016 Submission

Certificate of Merit

Southern Heritage Bank, Micah Walker, MBA
For Southern Heritage Bank Celebrates Our Southern Heritage

Award of Excellence

S. Alexander Consulting, Inc., Sabrina Alexander, APR
For Strategic Communications Plan for Family Pharmacy Care

Lantern Award

DEVENEY
For Dyno Nobel Ammonia Plant Opening

Lantern Award

Mississippi State University
For MSU External Communication

Tier One: Long Term Strategic Programs (7 months or Longer) > PR Programs > Public Service

Certificate of Merit

DEVENEY
For UMC New Orleans 2016 Budget Cuts Campaign

Certificate of Merit

Huntsville Utilities
For HEEM: Huntsville Extreme Energy Makeover

Tier One: Long Term Strategic Programs (7 months or Longer) > PR Programs > Public Affairs

Certificate of Merit

Mississippi Department of Transportation
For MDOT Centennial Campaign

Tier One: Long Term Strategic Programs (7 months or Longer) > PR Programs > Employee/Internal Communication

Certificate of Merit

Mississippi Division of Medicaid
For Employee Engagement Campaign

Award of Excellence

Media Fusion, Inc.
For NPS FTEP Employee Outreach Campaign

Award of Excellence

Mississippi State University
For MSU Employee/Internal Communication

Tier One: Long Term Strategic Programs (7 months or Longer) > Reputation and Brand Management Programs

Certificate of Merit

BREC Communications
For BREC's 2017 Strategic Communications Plan

Award of Excellence

Mississippi State University
For MSU Branding Initiative

Award of Excellence

WHNT News 19, Lori Miller and Loni Cleve
For WHNT Digital Reputation Campaign

Lantern Award

North Alabama PRCA Chapter
For Chapter Management 2016 Submission

Tier One: Long Term Strategic Programs (7 months or Longer) > Special Event Programs

Certificate of Merit

Oxford-Lafayette County Economic Development Foundation, Rosie Vassallo
For Retirement Attraction Program

Award of Excellence

Volunteers of America Southeast, Inc., Amanda Gonzales
For 10 Caring Gifts

Lantern Award

Mississippi State University
For MSU #StateProud Week

Tier One: Long Term Strategic Programs (7 months or Longer) > Integrated Social Media Programs

Certificate of Merit

Baptist Memorial Hospital - Golden Triangle, Megan Pratt, Bulldog Sports Specialties/Learfield Sports
For Dak Attack on Colon Cancer

Award of Excellence

DEVENEY

For Bayou Rum Social Media

Award of Excellence

Mississippi State University
For MSU Social Media Strategy

Tier One: Long Term Strategic Programs (7 months or Longer) > Potpourri

Certificate of Merit

Baptist Memorial Hospital - Golden Triangle, Megan Pratt
For Health Talk With Baptist – Sponsorship

Certificate of Merit

North Alabama PRCA Chapter
For Membership Submission 2016

Award of Excellence

North Alabama PRCA Chapter
For Accreditation Program 2016

Award of Excellence

Tupelo Convention & Visitors Bureau
For Americana Music Triangle Media FAM Tour

Tier Two: Short Term Strategic Plans (0-6 months) > PR Programs > Community Relations/Corporate/External Communication

Certificate of Merit

Huntsville Utilities
For Our Systems Are Ready For Winter

Certificate of Merit

Gambel Communications
For The New Orleans 100 Launch

Certificate of Merit

S. Alexander Consulting, Inc., Sabrina Alexander, APR
For New Physician Marketing - Dr. Handwerger

Award of Excellence

Alabama Retail Association, Melissa Warnke
For Shop Alabama Campaign

Award of Excellence

AmeriHealth Caritas Louisiana, Tricia Grayson, Communications & Marketing, AmeriHealth Caritas Creative Services
For Freedom to Choose Campaign

Award of Excellence

Baptist Memorial Hospital - Golden Triangle, Megan Pratt, Donna Grant

For Baptist to Implement New ER Opioid Policy

Award of Excellence

North Alabama PRCA Chapter
For Communications Submission 2016

Award of Excellence

The University of Southern Mississippi
For New Engineering Programs Awareness Campaign

Lantern Award

BREC Communications
For BREC is on the Ballot

Lantern Award

JJPR
For Haint Blue Brewing Co. Taproom Project

Lantern Award

The University of Southern Mississippi
For My Southern Miss Story 2017

Tier Two: Short Term Strategic Plans (0-6 months) > PR Programs > Public Service

Certificate of Merit

BREC
For Human Dislike Button

Certificate of Merit

Mississippi Department of Transportation
For Better Funding Better Roads Video Series

Certificate of Merit

Mississippi State University Extension Service
For #getscreened4dak

Tier Two: Short Term Strategic Plans (0-6 months) > PR Programs > Public Affairs

Certificate of Merit

BREC
For BREC Flood Response

Award of Excellence

Mississippi Department of Education
For Mississippi Succeeds Listening Tour

Tier Two: Short Term Strategic Plans (0-6 months) > PR Plans > Employee/Internal Communication

Certificate of Merit

Mississippi Division of Medicaid

For Community Wellness Campaign

Lantern Award

University of Mississippi, Robin Street
For It Starts with (Me)ek

Tier Two: Short Term Strategic Plans (0-6 months) > Special Event Programs

Award of Excellence

Baptist Memorial Hospital Golden Triangle, Megan Pratt, Donna Grant
For Heart Score Screening Helps Raise Money for United Way

Award of Excellence

JJPR, Children's of Alabama
For 2016 Boots & BBQ Barn Bash

Award of Excellence

North Alabama PRCA Chapter
For Programs Submission 2016

Award of Excellence

The University of Southern Mississippi, April Jordan, Maury DeLeon, Meredith Williams
For House of Payne

Award of Excellence

University of South Alabama Hospitals
For Crawfish for a Cause 2017

Lantern Award

Auburn University Raymond J. Harbert College of Business, Melissa Voynich
For Business Career Fair

Lantern Award

Baptist Memorial Hospital - Golden Triangle, Donna Grant
For "Guard Your Heart" - Go Red for Women Luncheon

Lantern Award

Beau Rivage Resort & Casino, Mary Cracchiolo Spain
For BraVeau Summer Show - 2016

Lantern Award

DEVENEY (*prounounced de va knee*)
For Emeril's Meril Restaurant Opens with a BAM!

Lantern Award

Gambel Communications
For Beignet Fest 2016

Lantern Award

Mississippi Department of Education
For Celebration of Success

Lantern Award

Mississippi Division of Medicaid
For Employee Engagement Summit

Lantern Award

Mississippi Division of Medicaid
For Medicaid Family Fun Fall Festival

Lantern Award

Singing River Electric, Lorri Freeman, APR, Amanda Parker, Nick DeAngelo
For Singing River Electric - Energy Fairs

Lantern Award

Tupelo Convention & Visitors Bureau
For Tupelo Sports Zumba Fitness Weekend

Lantern Award

University of South Alabama Hospitals
For USA Children's & Women's Hospital NICU Reunion 2016

Lantern Award

University of South Alabama Hospitals
For USA Medical Center Walking Path

Tier Two: Short Term Strategic Plans (0-6 months) > Integrated Social Media Programs

Certificate of Merit

Stuller, Inc.
For March Bridal Madness

Award of Excellence

The University of Southern Mississippi Foundation, Karelia Pitts
For An Attitude of Gratitude Campaign

Lantern Award

Mississippi Department of Transportation
For Work Zone Safety is in YOUR Hands on Social Media

Tier Two: Short Term Strategic Plans (0-6 months) > Potpourri

Certificate of Merit

Air Force Enlisted Village, Scarlett Bauman
For "Fun Never Gets Old" Engagement and Awareness Campaign

Lantern Award

BREC
For BREC Golf Rebrand

Tier Three: Tactical Materials/Projects > Newsletters/Magazines

Certificate of Merit

Civil Air Patrol, Julie DeBardelaben, Frank Blazich, Steve Cox and Dan Bailey
For 75th Anniversary Volunteer

Certificate of Merit

Dauphin Island Sea Lab, Angela Levins
For Dauphin Island Sea Lab Monthly Newsletter

Award of Excellence

Auburn University, Chris Anthony, Brianna Champion and Zack Padgett
For Auburn University Graduate School Magazine

Award of Excellence

Auburn University College of Liberal Arts
For Perspectives Magazine

Award of Excellence

Louisiana Lottery Corporation
For EXCHANGE Retailer Newsletter

Award of Excellence

Mississippi State University – Karen Brasher, Vanessa Beeson, Sarah Buckletiner, David Ammon, Dominique Belcher, Stephen Caples and Chase Shaw
For MAFES Discovers

Award of Excellence

Sanderson Farms – Ashley Rea, Marissa Landon, Lorin Pugh and Kim Aglikin
For Sanderson Farms Newsletter- May 2017

Award of Excellence

U.S. Fish and Wildlife Service, Denise Rowell, APR
For Alabama Field Notes

Lantern Award

Auburn University Raymond J. Harbert College of Business
For Harbert Magazine

Lantern Award

Mississippi State University Extension Service, Office of Agricultural Communications – Leah Barbour, Elizabeth Gregory North, Keryn Page, Beth Barron, Phil Smith, Susan Collins-Smith, Nathan Gregory, Keri Collins Lewis, Addie Mayfield, and Kevin Hudson
For Extension Matters

Tier Three: Tactical Materials/Projects > Annual Reports**Certificate of Merit**

Civil Air Patrol – Julie DeBardelaben, Susan Easter, Steve Cox and Dan Bailey
For 75th Anniversary Financial Report

Award of Excellence

Mississippi State University –Karen Brasher, Vanessa Beeson, Sarah Buckletiner, David Ammon, Dominique Belcher, Stephen Caples, and Chase Shaw
For Forest and Wildlife Research Center Annual Report

Award of Excellence

Mobile Area Chamber of Commerce, Susan Rak-Blanchard

For Mobile Area Chamber 2016 Annual Report

Award of Excellence

Singing River Electric, Lorri Freeman, APR and Amanda Parker
For Singing River Electric - 2015 Annual Report

Award of Excellence

Social Science Research Center, Michael A. Burns
For 2016 SSRC Annual Report

Lantern Award

Mississippi Department of Education – Pete Smith, Patrice Guilfoyle, APR, Jean Cook, APR, and Derrick Dyess
For Mississippi Department of Education Superintendent’s Annual Report 2015-16

Lantern Award

Sanderson Farms – Ashley Rea and Lorin Pugh
For 2015 Sanderson Farms Corporate Responsibility Report

Lantern Award

The USM Foundation, Karelia Pitts
For Your Gifts in Action: USM Foundation 2016 Impact Report

Tier Three: Tactical Materials/Projects > Brochures

Certificate of Merit

JJPR
For BCEDA Investor Booklet

Certificate of Merit

LSU of Alexandria, Sarah Black
For LSUA Travel Piece

Certificate of Merit

One Acadiana
For One Acadiana Membership Guide

Award of Excellence

LSU of Alexandria, Sarah Black
For LSUA International Student Brochure

Award of Excellence

Mississippi Department of Transportation
For MDOT Centennial Timeline Brochure

Award of Excellence

Tupelo Convention & Visitors Bureau
For Heritage Trails Enrichment Program Brochure

Tier Three: Tactical Materials/Projects > News Releases

Award of Excellence

Auburn University Raymond J. Harbert College of Business
For Business Groundbreaking

Lantern Award

Mississippi Department of Transportation
For Work Zone Awareness Press Release Series

Lantern Award

The KARD Group PR
For AACN Study: Family-Centered ICU Rounds

Tier Three: Tactical Materials/Projects > Feature Stories**Certificate of Merit**

Sanderson Farms, Ashley Rea and Lorin Pugh
For The Sanderson Story

Award of Excellence

Auburn University, Candis Birchfield
For The Long, Hard Road for Hellbenders

Award of Excellence

Auburn University Raymond J. Harbert College of Business, Joe McAdory
For Disaster Resilience

Award of Excellence

Entergy Mississippi, Leyla Goodsell, Joey Lee and Mara Hartmann, APR
For Eagles Win Game of Chicken with Entergy in Madison County

Award of Excellence

Methodist Rehabilitation Center, Susan Christensen, Brice Media
For "Jamecca Jones"

Award of Excellence

Mississippi State University
For Alumna Sets Sights on Serving Others

Lantern Award

Methodist Rehabilitation Center, Susan Christensen and Brent Wallace
For "Jasmine Whiteside"

Lantern Award

Mississippi State University
For Ellen Kicks Cancer: Alumna's infant, family give her strength for the fight

Lantern Award

WHNT News 19, Lori Miller
For Native Article for Blue Collar Recruitment

Tier Three: Tactical Materials/Projects > Magazine/Newspaper Articles**Award of Excellence**

Mississippi State University Extension Service Office of Agricultural Communications – Keri Collins Lewis, Susan Collins-Smith, Nathan Gregory, Jessica Smith, Ellen Graves, Bonnie Coblenz, Linda Breazeale, Brittany Claire Jacks, Kevin Hudson and Leah Barbour

For Women in Ag

Tier Three: Tactical Materials/Projects > Organizational Identity > Logo and Collateral

Certificate of Merit

Covington Ridge Retirement Home | Magnolia Place Retirement Home, Jessica Breazeale, M.S.
For Covington Ridge | Magnolia Place - Logo/Branding

Certificate of Merit

INFINITY Science Center, Mary Douglas and Katie Lee
For Top 10 Things to Do Visitor Guide

Award of Excellence

Mississippi Department of Transportation
For MDOT Centennial Logo

Lantern Award

DEVENEY (*prounounced de va knee*)
Windsor Court Hotel
For Cafe Anglais Brand Development

Tier Three: Tactical Materials/Projects > Organizational Identity > Signage

Award of Excellence

INFINITY Science Center, Mary Douglas and Katie Lee
For Carnivorous Plants Conservatory Exhibit Graphics

Award of Excellence

Mississippi State University Extension
Office of Agricultural Communications
Dr. Jason Barrett, Phillip Smith
For MSU Extension Wastewater Infographic

Tier Three: Tactical Materials/Projects > Websites

Award of Excellence

Auburn University, Brooke Peace Harris
For Auburn-Opelika Tourism Bureau Website Renovation

Award of Excellence

Mississippi Department of Transportation
For MDOT STEM Website

Tier Three: Tactical Materials/Projects > Electronic Communication/Social Media Activities > Facebook

Certificate of Merit

Baptist Memorial Hospital - Golden Triangle, Megan Pratt, Bulldog Sports Specialities/Learfield Sports
For MSU Facebook Campaign Promotes Baptist IOP

Award of Excellence

Tupelo Convention & Visitors Bureau

For Tupelo Christmas Parade Facebook Live Broadcast

Tier Three: Tactical Materials/Projects > Electronic Communication/Social Media Activities > YouTube/Recorded Videos

Certificate of Merit

AMERICAN, Ritch Bradford, Myra Hunter and Kendrick Clark
For ACIPCO Bible Class: 100 Years of the Golden Rule

Certificate of Merit

Mississippi Department of Education
For Mississippi School Spotlight Video: "Farm to Classroom"

Certificate of Merit

Port of Gulfport, Kimberly Aguiard, APR, Mel Arsenault and Carlos Bell
For Port of Gulfport Gantry Crane Arrival Video Series

Certificate of Merit

U.S. Fish and Wildlife Service, Denise Rowell, APR
For Jupiter's Journey

Award of Excellence

Auburn University, Shelby Taylor & Brandon Goebel
For Auburn Engineering Lip Dub

Award of Excellence

Media Fusion, Inc.
For NASA "No Small Steps" YouTube Video Series

Lantern Award

Mississippi Department of Transportation
For MDOT Centennial Video Series

Lantern Award

The University of Southern Mississippi
For My Southern Miss Story Video Series

Tier Three: Tactical Materials/Projects > Electronic Communication/Social Media Activities > Flickr/Instagram

Award of Excellence

The University of Southern Mississippi
For My Southern Miss Story Instagram Campaign

Tier Three: Tactical Materials/Projects > Electronic Communication/Social Media Activities > Other Emerging Social Media Platforms

Lantern Award

Southern Heritage Bank, Micah A. Walker, MBA
For Southern Heritage Bank - Mortgage Online Campaign

Tier Three: Tactical Materials/Projects > Research

Award of Excellence

The KARD Group PR, Kristie Aylett, APR
For Influencer Relations Research for Pennwell, Pulsara

Award of Excellence

The KARD Group PR, Kristie Aylett, APR and Richard Dean
For Utilities and Social Media Study

Tier Three: Tactical Materials/Projects > Potpourri**Certificate of Merit**

Tupelo Convention & Visitors Bureau
For Tupelo Meetings E-Postcard Series

Award of Excellence

LSU of Alexandria, Sarah Black
For Shakespeare on the Green Poster

Award of Excellence

Mississippi Gulf Coast Community College – Christen Duhe, Beth Lovorn, Kathy McAdams, Michael Sewell and Rich Kopp
For MGCCC Holiday Video Card

Award of Excellence

Mississippi State University High Performance Computing Center – Diane Godwin and Bethany Stroud
For ASSURE, the FAA's Center of Excellence for UAS Research

Lantern Award

Mississippi Department of Education
For Mississippi Achieves News Blog

Lantern Award

Jackson Academy
For Jackson Academy Vice President & Dean of the School Search Document

Lantern Award

MightyPenguin Design, Matt Martin
For Pine Belt PRAM Olde Tyme Texting E-Mails

Lantern Award

Louisiana Lottery Corporation
For Baby Cakes King Cake Giveaway

Student Awards: PR Plans and Programs > Integrated Social Media Programs**Certificate of Merit**

University of Alabama
Capstone Agency
For Alabama Power What Powers UA Social Media Campaign

Award of Excellence

University of Alabama
Capstone Agency
For Plank Center: #LearntoLead

Lantern Award

University of Alabama
Capstone Agency
For The Plank Center: Mentoring Matters Social Media Campaign

Student Awards: PR Plans and Programs > Special Events**Certificate of Merit**

University of Alabama
Capstone Agency
For Alabama Power Renew Our Rivers Tuscaloosa Event

Student Awards: Publications and Writing > Feature Stories**Certificate of Merit**

University of Alabama
Capstone Agency
For Alabama Power: Renew Our Rivers Feature Story

Student Awards: Publications and Writing > Fliers**Certificate of Merit**

UAB PRCA, Rachel Higgins
For Verdi's Requiem Rack Card with Birmingham Holocaust Education Center and Alabama Symphony Orchestra

Student Awards: Organizational Identity > Signage**Lantern Award**

University of Alabama
Capstone Agency
For LessThanUThink University of Alabama Implementation Posters

Student Awards: Potpourri**Certificate of Merit**

University of Alabama
Capstone Agency
Higher Education Partnership Game Day Stickers

Award of Excellence

University of Alabama
Capstone Agency
Alabama Power Charging Stations

Best in Show for our 2017 Student Awards ...

University of Alabama
Capstone Agency
LessThanUThink

Judges Choice Award

1. Gambel Communications – For Beignet Fest 2017!

2. The University of Southern Mississippi – For My Southern Miss Story 2017!

William A. Taylor Best of Show Award

DEVENEY – For the Dyno Nobel Ammonia Plant Opening!