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Southern Public Relations Federation Announces 2010 Lantern Winners

September 28, 2010 - The Southern Public Relations Federation (SPRF) recognized outstanding work in the field of public relations during the Lantern Awards ceremony held Tuesday evening September 28 at the Hilton Baton Rouge Capitol Center in Baton Rouge, Louisiana.

Awards, including Certificates of Merit, Awards of Excellence and Lantern Awards, were given in 25 categories. From those, the judges also selected the Best of Show Award, and two Judges' Awards.

The **Mobile Area Chamber of Commerce** received the **William A. Taylor Best of Show Award** for their 2010 Annual Meeting, also a winner in the Special Events, over \$20,000 category.

Judges' Awards were given to **Tupelo Convention and Visitors Bureau** for their internal video entry, "Tupelo's Amazing Race." The second Judges' Award also went to the **Windsor Court Hotel** for their Special Events, Under \$20,000 entry, "New Orleans Characters."

Here is a complete list of the award categories and winning entries:

Special PR Program Long Term, Budget under \$10,000

Award of Excellence

Oil Spill Response Page
Alabama State Port Authority

Award of Excellence

Red Square Agency
Vanessa McGee

Lantern

AltaPraise Recognition Program
AltaPointe Health Systems
Carol Mann, APR

Special PR Program Long Term, Budget \$10,000-\$25,000

Award of Excellence

Family Interactive Center
Pascagoula School District
Supt. Wayne Rodolfich, Debbie Anglin

Special PR Program Short Term, Budget under \$10,000

Award of Merit

Evelyn Gandy Statue Fundraiser
The Mississippi Bar
Ashley Sasser

Award of Excellence

Marion County Ribbon Cutting Ceremony

commUNITY cares
Pine Belt Mental Health Resources
LaShana Sorrell

Lantern

Crew Travels to Guatemala
Singing River Electric
Lorri Freeman, Amanda Parker

Lantern

UNPLUG Energy Conservation Competition
2010 UNPLUG
Louisiana State University, Department of Residential Life
Catherine David

Special PR Program Short Term Budget \$10,000-\$25,000

Award of Merit

Apollo 13 40th Anniversary
NASA, SSC External Affairs
Paul Foerman, Sallie Bilbo, Tessa Quave

Special PR Program Short Term Budget \$25,000 or more

Award of Merit

Company Counts
Mobile Bay Convention and Visitors Bureau
Red Square Agency
Vanessa McGee

Award of Merit

ASU President's Bus Tour
President William H, Harris
Marketing & Communications, Lois Russell

Community Relations Program, Long Term

Award of Merit

Volunteer Program
BREC Communications
Kristi Williams
Kristopher Bordelon

Community Relations Program, Short Term

Award of Merit

OLOL Children's Hospital CC's Coffee House Travel Mug Roll-Out Event
Our Lady of the Lake Children's Hospital
Melissa L. Anderson, Teddi H, Hessburg

Public Service Programs, Long Term

Award of Excellence

BREC's Family Fun and Fitness
BREC Communications Department
Kristi Williams, Kristopher Bordelon

Award of Excellence

The Lunch Series
Pine Belt Mental Health Resources
LaShana Sorrell

Award of Excellence

Think Again Campaign
MS Dept. of Health
Wendy Bailey

Public Service Programs, Short Term

Award of Merit

Guardian Ad Litem DVDs
The Mississippi Bar
Rene Garner

Award of Excellence

Early Childhood Education Awareness
GodwinGroup
Mississippi Economic Council

Public Affairs Program, Long Term

Award of Merit

Ascension Parish Schools \$100 Million Capital Improvement Campaign
Taylor Media Services
Delia Taylor, APR, Angela deGravelles

Internal Communications Program, Long Term

Award of Merit

WellnessWorks! Program
Southern Farm Bureau Life Insurance Company
Matt Ginn

Reputation / Brand Management / Issues Management

Award of Excellence

"We'll make you Think" Campaign
East Baton Rouge Parish School System
Sonya Gordon

Integrated Marketing Communication Programs

Award of Excellence

Methodist Rehab "Now I Can" Campaign
Susan Christensen, Josh Hailey, Talamieka Brice, Charles Brice, Barbara Gauntt

Award of Excellence

Hot Spot® Summer Promotion
Louisiana Lottery Corp
Dana Hackett

Award of Excellence

New Orleans Saints Scratch-off
Second Chance Drawings
Louisiana Lottery Corporation
Dana Hackett

Special Events, Under \$20,000

Award of Merit

Change for Children
Children in Crisis, Inc.
Ken Hair

Award of Merit

Donor Reception Party
Children in Crisis, Inc.
Ken Hair

Award of Excellence

140 New Orleans Characters
Windsor Court Hotel
Keating Magee

Award of Excellence

Butterfly Tea at the Windsor Court
Audubon nature Institute
Keating Magee

Award of Excellence

Grand Opening of Realm of the Tiger
BREC Communications Department
Kristi Williams, Kristopher Bordelon

Award of Excellence

Spilling the Beans on Women's Health
St. Dominic Hospital
Jana Fuss, Laurie Powell

Award of Excellence

Universal. Strategic. Modern. Southern Miss' Leadership and
Legacy in Advertising and Public Relations
University of Southern Mississippi
Leyla Goodsell, Joey Goodsell, Lisa Parker, The Agency

Lantern

2009 Southern Living Showcase House
Anderson Design Center
Sara Peterson

Lantern

Science Careers Boot Camp
Dow/St. John Science Endowment
Peacock Communications, LLC
Amy Nolan, APR

Special Events, \$20,000 or More

Award of Merit

Senior Bowl Campaign
Red Square Agency
Vanessa McGee

Award of Merit

Drive to Inspire Campaign
St. Dominic Hospital
Jana Fuss, Laurie Powell

Lantern

2010 Annual Meeting
Mobile Area Chamber of Commerce
Ashley Horn

Research, Quantitative**Award of Merit**

2009-10 BREC Research
BREC Communications Department
Kristi Williams, Kristopher Bordelon

Total Research Program**Award of Merit**

Member Satisfaction Survey
Coast Electric Power
Ron Barnes

Annual Report, Budget under \$5,000**Award of Merit**

FY 2008-2009 Chancellor's Report/2010 College Directory
Alabama Department of Post Secondary Education
Communications Division

Lantern

BREC's 2009 Annual Report
BREC Communication Department
Kristi Williams, Kristopher Bordelon

Annual Report, Budget of \$5,000-\$10,000**Award of Excellence**

Mental Health - Our Personal Scrapbook
Pine Belt Mental Health
Ashlea Maddox

Lantern

People Behind the Promise
Coast Electric Power
Ron Barnes, Melissa Bryant, April Lollar

Annual Report, Budget of \$10,000 or more

Award of Merit

Annual Report
East Baton Rouge Sheriff's Office
Casey Rayborn Hicks

Award of Excellence

It's Simple...Reliable, Low-Cost Utilities
Huntsville Utilities
Billy Yell

Publications, Internal magazine**Award of Merit**

Around the Bar - September 2009
Pamela Labbe

Publications, External Magazine**Award of Merit**

Civil Air Patrol Volunteer
NHQ Public Affairs
Steve Cox

Award of Excellence

Amicus
MC School of Law
Dana Terry, Marlo Kirkpatrick, Alecia Porch, Robby Followell

Award of Excellence

Green Scapes 2010 Second Quarter Issue
BREC Communications Department
Kristi Williams, Kristopher Bordelon

Lantern

Today Magazine
Alabama State University
Marketing & Communications, Danielle Kennedy-Lamar

External Newsletter**Award of Excellence**

The Business View
Mobile Area Chamber of Commerce
Susan Rak-Blanchard

Lantern

Exchange Newsletter
Louisiana Lottery Corporation
Dana Hackett

Special Purpose Publications, Invitations**Award of Excellence**

Lawyers and Judges Assistance Program Open House Invitations
The Mississippi Bar
Melanie Henry, Krissa Dobbins

Lantern

MEC Annual Meeting Invitation
GodwinGroup
Mississippi Economic Council

Special Purpose Publications, Programs**Award of Excellence**

2009 Angel Award Program
Blue Cross and Blue Shield of Louisiana
Genevieve Procell

Other Single-Issue Publications**Award of Excellence**

2009 Holiday Hits Campaign Album Cover: Ticket Bundle Packaging
Louisiana Lottery Corp
Dana Hackett

Award of Excellence

75th Anniversary Commemorative Magazine
Blue Cross & Blue Shield of Louisiana
Robin Mayhall

Award of Excellence

Entergy Nuclear Business Plans
Entergy Nuclear
Amy Davidson

Award of Excellence

Evelyn Gandy Statue Brochure
The Mississippi Bar
Ashley Sasser

Lantern

Water for Your Future
Huntsville Utilities
Billy Yell

Direct Mail, Print**Award of Merit**

Direct Mailers
Lewis Graphic Design
Venessa Lewis

Promotional Brochure or Folder, Budget under \$5,000**Award of Merit**

Think Again Brochure
Mississippi Department of Health
Wendy Bailey

Organizational Identity, Logo design

Lantern

Santa Rosa Kids' House Logo
Insight Marketing
Sabrina McLaughlin, APR, Jennifer Morgan, Tammy Burton

Organizational Identity, Promotional Products**Award of Merit**

2009 Annual Meeting Cooler
The Mississippi Bar
Krissa Dobbins

Award of Merit

Promotional Products CommUNITY cares Planner
Pine Belt Mental Health Resources
LaShana Sorrell

Media/Press Kits, Print**Award of Merit**

Madison Campus Press Kit
St. Dominic Hospital
Jana Fuss, Laurie Powell

Award of Merit

Zea Rotisserie & Grill Birmingham Grand Opening
Red Square Agency
Vanessa McGee

Media/Press Kits, Online**Award of Merit**

Hilton Global / Covalent Logic
John Forrest Ales
Stafford Kendall

Writing for Public Relations, Opinion/Editorial**Award of Excellence**

Healthcare Reform Op Ed
Blue Cross & Blue Shield of Louisiana
Mike Reitz

Award of Excellence

MCEE Guest Column
GodwinGroup
Mississippi Council on Economic Education

Writing for Public Relations, Feature Story**Award of Merit**

Top 5 Media Do's & Don'ts
Insight Marketing
Kelli Hernandez

Award of Excellence

Angels at Work
Our Lady of the Lake Foundation
Melissa L. Anderson

Award of Excellence
Wreaths Across America
Kristi Carr

Writing for Public Relations, Speech

Lantern
2010 Annual Meeting Chairman's Speech
Mobile Area Chamber of Commerce
Leigh Perry-Herndon

Writing for Public Relations, News Release

Award of Merit
Southern Miss Student Battles Cancer, Pursues Degree
Charmaine Schmermund

Award of Excellence
Sojourner Truth is My Name
BREC Communications Department
Kristi Williams, Kristopher Bordelon

Writing for Public Relations, Public Relations or Marketing Plan

Award of Excellence
2010 BREC Communications Plan
BREC Communications Dept
Kristi Williams, Kristopher Bordelon

Award of Excellence
GCS Building Solutions Marketing Plan
Insight Marketing
Sabrina McLaughlin, APR, Lara Herter, Melinda Adams

Writing for Public Relations, Other

Award of Excellence
75th Anniversary Commemorative Magazine
Blue Cross & Blue Shield of Louisiana
Robin Mayhall

Broadcast Production, External Audio

Award of Excellence
CommUNITY cares Radio Advertisement
Pine Belt Mental Health Resources
LaShana Sorrell

Broadcast Production, Internal Video

Award of Merit
Tupelo's Amazing Race: Governor's Conference on Tourism

Tupelo CVB
Pat Rasberry

Lantern

Annual Report Video
Mobile Area Chamber of Commerce
Susan Rak-Blanchard

Broadcast Production, External Video

Award of Merit

CommUNITY cares TV Commerical
Pine Belt Mental Health Resources
LaShana Sorrell

Award of Merit

Grand Gulf: Powering Mississippi
Entergy
Amy Davidson

Award of Merit

MDEQ Brand Video - The MDEQ Story
GodwinGroup

Award of Merit

Tupelo Film Festival Television Ad
Tupelo Film Commission
Pat Rasberry

Award of Excellence

Baton Rouge Gallery May 2010 Events
BREC Communications Department
Kristi Williams, Kristopher Bordelon

Award of Excellence

Building Blocks Video
GodwinGroup
Mississippi Economic Council
Committee Economic Development

Award of Excellence

Children in Crisis DVD
Children in Crisis, Inc.
Ken Hair

Award of Excellence

How to Claim a Prize Video
Louisiana Lottery Corp
Dana Hackett

Award of Excellence

Our Lady of the Lake Children's Hospital Day In the Life
OLOL Children's Hospital
Melissa L. Anderson, Teddi H. Hessburg, Jeannie Frey Rhodes

Award of Excellence

The University Florist 75th Anniversary

MSU Ag Communications
Leighton Spann, David Lack, Artis Ford

Broadcast Production, Podcast

Award of Excellence

Employees Tell Their Stories: 'We're What's Next'
Entergy
Amy Davidson

Website Development, Internet

Award of Merit

Alabama State University Website
Marketing & Communications
Danielle Kennedy-Lamar

Award of Merit

Coast Electric Web Site coastepa.com
Coast Electric
Ron Barnes, Melissa Bryant , April Lollar

Award of Merit

Let's Be Totally Clear
Tobacco-Free Living
Keating Magee

Award of Merit

www.larider.tv
Lewis Graphic Design
Venessa Lewis

Award of Merit

www.msucheese.com
Agricultural Communications
Mississippi State University
Phillip Smith

Award of Excellence

Beauregard-Keyes House Website
The Kard Group
Kristie Aylett, APR

Award of Excellence

Santa Rosa Kids' House Website
Insight Marketing
Sabrina McLaughlin APR, Jennifer Morgan, Joy Todd

Award of Excellence

Volunteer Now
NHQ Public Affairs
Steve Cox

Award of Excellence

www.lewisgraphicdesign.net
Lewis Graphic Design

Venessa Lewis

Lantern

Website Launch
Jackson County Public Information & IT Dept.
Ken Flanagan

Lantern

Port of the Future
The Gibbes Company
Denton Gibbes, Lisa Hathorn, Anne Jernigan

Interactive Media, CD or DVD

Award of Excellence

Montgomery Career Academies: Your Choice, Your Chance, Your Change
EMERGE Montgomery
Lara Lewis

Other Interactive Media

Award of Excellence

HowTheySeeMobileBay.com
Mobile Area Chamber of Commerce
Leigh Perry-Herndon

Lantern

Social Media Launch
Blue Cross & Blue Shield of Louisiana
Colleen Jackson, Robin Mayhall

Lantern

Louisiana Lottery Facebook Page
Louisiana Lottery Corp
Dana Hackett

Images, Color Photography

Award of Merit

ASU Photographs
Marketing & Communications
David Campbell, Photographer

Award of Merit

St. Dominic Health Services Photo Album
St. Dominic Hospital
Jana Fuss, Laurie Powell

Award of Excellence

2009 Angel Award Photography
Blue Cross & Blue Shield of Louisiana
Jason Cohen

Lantern

Technology Learning Center Ribbon Cutting Reception Photo
Charmaine Schmermund

Potpourri

Award of Excellence

Power of Presentation
Coast Electric Power
Ron Barnes, Melissa Bryant, April Lollar

Award of Excellence

Think Again Toolkit
MS Dept. of Mental Health
Wendy Bailey

Lantern

Communications Plan for AHS Class Reunion
Kristina Hendrix, APR

Lantern

Communications Plan for Planning the Athens HS
Francesca Linthicum

Lantern

Entergy Miss Storm School
Mara Hartman, Joey Lee, Nicole Bradshaw

Lantern

Gulf Coast Holiday Card
Francesca Linthicum

Lantern

Tom Cat Tuesday
University of Southern Mississippi
Leyla Goodsell

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ATTACHED PHOTOS:

Lanterns Group Picture: Pictured are all Lantern Award Winners.

Best of Show: Pictured left to right is Jarrod Ravencraft, CPM, SPRF President, and Ashley Horn, representing the Mobile Area Chamber of Commerce.

Judges Choice Windsor Court: Pictured left to right is Jarrod Ravencraft, CPM, SPRF President, and Keating Magee, representing the Windsor Court Hotel.

Judges Choice Tupelo CVB: Pictured left to right is Jarrod Ravencraft, CPM, SPRF President, and Sean Johnson, representing the Tupelo Convention and Visitors Bureau.