

in this issue

- 2008 Conference
- Tulleir as UAB Chair
- SPRF 2008 Officers
- New SPRF Web Design

in every issue

- From the president's desk
- About the Lantern
- APR update
- Board of directors
- In the news

about *the* **LANTERN**

The Lantern is published quarterly for the members of the Southern Public Relations Federation, comprising the following member organizations: the Emerald Coast Public Relations Organization, the Public Relations Council of Alabama, the Public Relations Association of Louisiana and the Public Relations Association of Mississippi.

Editorial contributions and photography from the members are encouraged. Submissions must be made electronically to Adam Kelley at adam.kelley@chsys.org or 205.939.6660.

Submission requirements are as follows: Articles must be submitted in a Word document. News Release format is acceptable. Photos must be submitted as JPEG, TIFF, or PSD files at 300 dpi. Please provide a cutline for all photos. Ads may be submitted for conferences, seminars, and/or events sponsored by an SPRF member organization. Ads should be submitted at 2.5" wide by not more than 4.5" tall or at 5.25" wide at not more than 2.5" tall.

From the President's Desk

I am so excited about 2008 and the goals the SPRF board has already accomplished. We certainly hit the ground running this year with several big initiatives that carried over from last year and set our sights on a few new ones as well. It is my sincere belief that this drive and commitment is what has made SPRF one of the most respected professional associations in the southeast. The commitment that this board has made to you – the members – is absolutely phenomenal.



If fact, in November I challenged each board member to develop a BHAG (Big Hairy Audacious Goal). This is a goal that not only sets the bar high, but can seem like it's over the moon and back. What's my BHAG you ask? I want to visit EVERY chapter in SPRF and am well on my way to doing that. If your local programs/speakers chair hasn't contacted me already, please do so. My objective is to meet each one of you.

Speaking of websites... Adam Kelley, APR and Jarrod Ravencraft have both been at the forefront of the new website features that we will unveil during the annual conference in July. As VP Communications several years ago, I worked closely with Pat Smith (Design South) of PRCA who dedicated himself to serving this organization by creating and maintaining the SPRF website at little or no charge to the organization. Together Pat and I brought the first SPRF database to life and his continued work with Adam and Jarrod will take our site and its functionality to new heights. Way to go guys!

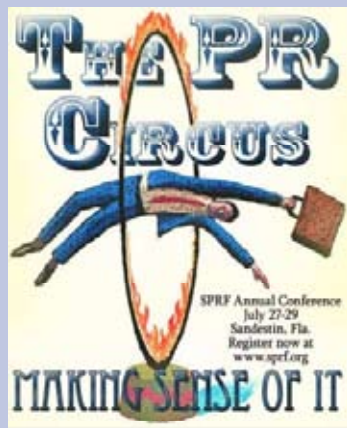
I would also like to take this opportunity to thank Amy Nolen, Holly Houk and the Baton Rouge team who have jumped in and taken on the Lantern Awards. I know that we will have a stellar year and this is a great group at the helm! Be on the look out for call for entries along with conference promotional material soon! And speaking of the conference... my home chapter, ECPRO, has been hard at work for months now planning the "PR Circus" at the beautiful Sandestin Bayside Inn & Conference Center. If you haven't had the pleasure of joining us here on the Emerald Coast, you will not be disappointed. In fact, extend your stay and bring your family. You shouldn't miss everything our area has to offer... white sandy beaches, emerald green waters, golf, fishing, shopping... not to mentions great speakers and all the networking you can stand.

Again, I want to thank everyone on the board and from the membership at large who have already made this an incredibly successful year. I also want to thank Tracy Heggins for holding my hand through the first few months. SPRF was lucky to have her as a leader and I am lucky to call her friend. As always, please feel free to contact me if you have any ideas or concerns that you would like to share. Best wishes on your continued success and thank you for being an SPRF member!

Sincerely,

Sabrina McLaughlin, APR

“The PR Circus – Making Sense of It”



Have you registered for the Southern Public Relations Federation annual conference yet? This year's conference, "The PR Circus – Making Sense of It," is scheduled for Sunday July 27 through Tuesday, July 29 in Sandestin, Florida at beautiful Sandestin Bayside Beach Resort. Register now at SPRF.org.

Featured Speakers

Retired Brigadier General Jerry Dalton, the recipient

of the Public Relations Society of America's 2007 Gold Anvil Award. The Gold Anvil recognizes personal achievement in the advancement of the profession of public relations and increasing its positive visibility.

Tom Laughon of Catch Your Limit in Tallahassee, Florida whose topic is "Big Ideas, Creativity, and Innovation."

Bill Furlow of Furlow Communications, a Mississippi firm specializing in crisis and strategic communications. Bill personally handled media relations for the Louisiana District Attorney's office during the Jena 6 case in 2007, a case that had world-wide media coverage.

Dr. Bruce K. Berger, Ph.D., professor and chairman, Department of Advertising and Public Relations, College of Communications, University of Alabama in Tuscaloosa. Dr. Berger will present the findings from his recent research project including information provided to him by the SPRF membership.

The Real Reason You Don't Want to Miss This One

Of course, the conference will offer plenty of opportunities for you to network with your peers from all over the South. And you'll have an opportunity to enjoy the Emerald Coast and the sugar white sands of one of the most beautiful beaches in the world! Spend some time on the Gulf Coast while learning from nationally renowned presenters. See you in Sandestin in July as we examine "The PR Circus."

SPRF Elects 2008 Officers

The Southern Public Relations Federation elected new officers for the 2008 business year during its annual meeting and retreat. The new officers assumed their duties January 1, 2008.

Sabrina McLaughlin, APR of Navarre, Fla. was elected president of the over 1,200-member association while Adam Kelley, APR of Birmingham, Ala. was chosen president-elect. Other elected officers are as follows:

Jennifer Jenkins, APR of Mobile, Ala. - Vice President of Professional Development
Dr. John Forde, APR of Starkville, Miss. - Vice President of Accreditation
Jarrod Ravencraft of Jackson, Miss. - Vice President of Membership
Mary Cracchiolo-Spain of Biloxi, Miss. - Vice President of Communication
Glen Duncan, APR of Baton Rouge, La. - Treasurer
Deborah Geiger, APR of Mobile, Ala. - Secretary
Michael Tullier, APR of Auburn, Ala. - Universal Accreditation Board Representative
Tracy Heggins of Gulfport, Miss. - Ex-Officio Past President

Joining the officers are additional representatives of the local chapters that make up the SPRF organization. Those representatives are:

Missy LaBorde, APR of Alexandria, La.
Holly Houk Cullen, APR of Baton Rouge, La.
Marc Goldstein of Baton Rouge, La.
Pam Swain of Oxford, Miss.
Ken Hair of Shalimar, Fla.

Susan Broussard, APR of Pineville, La.
Pierre Washington of Baton Rouge, La.
Pete Smith of Jackson, Miss.
Leyla Goodsell of Tuscaloosa, Ala.
Joe Purka of Niceville, Fla.

"This is a very talented group of officers and representatives, and I know they will help lead the organization to great accomplishments during the coming year," said McLaughlin. "I am honored to be working with them as this year's president."

Universal Accreditation Board *Update*

SPRF has seen a great increase in the number of APRs over recent years, with 13 newly accredited members joining the ranks in 2007. During both 2006 and 2005, we had six new APRs. Already this year we have two newly accredited members, and many more are in the process. Since the re-engineering of the exam in 2003, a total of 32 SPRF members have completed the APR certification. Our goal is to continue encouraging all of our members to pursue the credential to enhance the profession.

Over the past six years the new exam process has seen a wealth of new materials developed to assist potential candidates in their studying and to pass the exam. More materials are currently being developed and updated continuously by Universal Accreditation Board members and affiliated groups. The entire process now is nurturing and encouraging to all potential candidates. (*Visit www.praccreditation.org for more information.*)

SPRF is now represented on the UAB by two of our members, one of only three organizations with more than one representative. After four years of service, Michael Tullier, APR, (of the PRCA-East Alabama chapter) is chairing the UAB. He is charged with leading representatives from all nine

organizations. It is very beneficial for us to have Michael in this position, as his service continues to enhance the reputation of SPRF and public relations in general. He is doing a great job and is very well respected by the entire board.

Another major benefit for SPRF is that our association assistant Kim Collins, APR, is handling many of the logistical and administrative aspects of APR. This allows Michael to focus on chairing the UAB and me to concentrate on work within committees of the UAB and passing various information along to SPRF.

As one of the newest members on the UAB, I have been very pleased by the reception I've had by the long-time members and other new members alike. After attending only a couple of meetings, I can honestly say that I have a new set of professional colleagues at the national level. Michael and I welcome any suggestions or questions that you may have about APR or the UAB. We enjoy serving you and look forward to our continued work.

*Submitted by Dr. John E. Forde, APR
Starkville/MSU Chapter of PRAM*

Tullier Serving as UAB Chair



Michael Tullier, APR, is currently serving as Chair of the Universal Accreditation Board.

In his role as chair, Tullier will oversee board activities as they relate to managing the credential and board functions that include marketing and Web communications, research, exam management, candidate support and board administration. The board includes 30 public relations professionals and support staff from nine industry organizations that, as "participating organizations," compose the board.

A member of PRCA, Tullier is director of external relations for Auburn University's College of Education, where he manages communications, branding, marketing, alumni relations, development communications and special events. His nearly 15-year career has included public relations work in higher education and nonprofit organizations in Louisiana and Alabama. He joined SPRF through PRAL promptly after graduating from LSU in 1994 with a bachelor's degree in mass communication. He moved to Alabama and joined PRCA in 1995. He holds a master's in public administration from Auburn, which he earned in 1998, and is currently pursuing a doctorate in higher education administration. His service in SPRF has included seven years on PRCA's state board, including service as his chapter's second president and as state president from 2003-2004; and six years on the SPRF board, including three years as vice president for accreditation. He has represented SPRF on the UAB since 2005.

Newest Members to add APR Accreditation



Kurt Brautigam, APR

Kurt Brautigam, who received his APR in February, is currently teaching graduate and undergraduate public relations classes at the University of Southern Mississippi's School of Mass Communication and Journalism, as well as serving as the School's associate director. Prior to that, he was Mississippi Power Company's manager of external communications for eight years, conducting media relations for the company and acting

as its official spokesman. Brautigam has also been responsible for public, media and community relations activities for South Mississippi Electric Power Association, Wesley Medical Center and Pearl River Valley Electric Power Association. At the end of the semester in May, Brautigam will be returning full time to South Mississippi Electric as Communication and Member Services Director.

Brautigam received a master's degree in communications and a bachelor's degree in radio, television and film from the University of Southern Mississippi. An active member of the Public Relations Association of Mississippi (PRAM) for many years, he received senior practitioner status from the Southern Public Relations Federation in 2005 and has earned numerous other awards and recognition throughout his career. He has also been involved with a wide variety of civic and charitable organizations.



Susan M. Broussard, APR

Susan M. Broussard has been practicing public relations for nearly 15 years. She has a BA in Journalism and Mass Communication from Louisiana College and a Master of Science in Communication with a public relations concentration from the University of Louisiana at Monroe. Currently, she is the manager of corporate communications for Cleco Corporation, an electric utility serving 275,000 customers throughout

Louisiana. She is the current president of the Central Louisiana Chapter of the Public Relations Association of Louisiana and serves on the board of the Southern Public Relations Federation. She is also past president and board member of the Food Bank of Central Louisiana and serves on the marketing and communications advisory board of the United Way of Central Louisiana. She is an active member of Calvary Baptist Church where she directs a class of young career-focused adults and serves on various committees. She and husband, David, have two children, Jacob and Olivia.



Laura Landry, APR

Laura Landry has been a Public Information Officer in the Public Affairs Division of the Louisiana Department of Insurance since January 2000. Prior to joining the Department of Insurance, she held various positions in the communications field including editor of a weekly newspaper, a media buyer, an advertising account executive and a high school development intern.

Laura is a native of Baton Rouge, and graduated from Louisiana State University in 1995 with a bachelor's degree in Mass Communication. She has received several Margaret McDonald Journalism Awards from Louisiana Press Women, including first place for poster design in 2004 and first place in the campaign media kit category in 2003, which came in third in the national competition.

She is a volunteer with Cat Haven, a Baton Rouge area "no-kill" feline rescue organization. She shares her home with a niece and several four-legged friends.



Leighton, Spann, APR

Leighton Spann is a member of PRAM's Starkville / Mississippi State chapter. He is Electronic Media Leader in the Office of Agricultural Communications at Mississippi State University. Spann co-produces the weekly television program Farmweek that is aired on Mississippi Public Broadcasting and RFD-TV. In addition to his television production duties, he leads the 6-member electronic media section in the Agricultural

Communications office. This group produces educational videos, radio and television programs, public service announcements and podcasts for the six units that make up the University's Division of Agriculture, Forestry and Veterinary Medicine. Prior to joining Mississippi State University in 1994, Spann was a television news anchor for 16 years, serving stations in Mississippi, Alabama and Louisiana. He serves on the board of directors of PRAM's Starkville / Mississippi State chapter. In 2007 he was a member of the chapter's community service project committee that created public relations materials for the nonprofit organization, The Father's Child Ministry. A native of Pensacola, Florida, Spann earned his bachelor's degree from Samford University in Birmingham, with a major in history and a minor in broadcast journalism. He also holds a master's degree in radio-television from the University of Mississippi. Spann and his wife, Katharine, are the parents of five children and live in Louisville, Mississippi.

Please note: Those APRs not featured previously will be highlighted in our Summer Issue.

Call for Senior Practitioner Designees Due

Each year, SPRF member organizations (ECPRO, PRAL, PRAM, and PRCA) and their respective chapters are invited to nominate up to two professionals per chapter for the SPRF Senior Practitioner designation. The senior practitioner designation was established to honor members of SPRF who are recognized by their peers as veteran public relations professionals with high ethical standing. Recipients of this designation are announced at the SPRF annual conference.

Here are the guidelines for nomination:

1. Nomination and selection is made by each local chapter based on criteria set by the Southern Public Relations Federation. To receive the designation "senior practitioner," a recipient must meet three of the following four criteria:
 - 15 years of full-time public relations experience
 - Accreditation by the NAPRC member organization
 - Officer or board member at chapter, state or SPRF level
 - Recognition of professionalism as evidenced by such awards as Practitioner of the Year, Lantern Award or similar honor.
2. Nominees may only be designated as a senior practitioner one time in their career.
3. Submit nominees, including full name, title and company of Senior Practitioner designees, via e-mail to: Jennifer Jenkins, APR - VP Professional Development for SPRF, jennifer@redsquareagency.com.
4. Deadline — Nominations must be received by Friday, June 20, 2008.
5. If you have questions or need more information, please contact Jennifer Jenkins, APR at jennifer@redsquareagency.com or 251.591.4974. To view a list of past designees, log on to: http://www.sprf.org/awards_program/senior.html.

Professional Achievement Award Entries Due

Each year, SPRF member organizations (ECPRO, PRAL, PRAM, PRCA) are invited to nominate one outstanding public relations professional for the SPRF Professional Achievement Award. The recipient of this award is announced at the SPRF annual conference. SPRF established this award to recognize an individual that has continually demonstrated the highest ideals of the profession as well as a commitment to advance the profession of public relations. Professionals are judging in the areas of educational and career background, career accomplishments, professional activities, accreditation and continuing educations and community activities. Entries must be postmarked by Friday, May 16, 2008. An official call for nominees has been sent to presidents and chapter presidents of member organizations. Please send entries to SPRF's VP of Professional Development: Jennifer Jenkins, Red Square Agency, 202 Government St., Mobile, AL 36602. If you have questions or need more information, please contact Jennifer at 251.591.4974 or jennifer@redsquareagency.com.

Are You the Best Chapter in the Land? *We'll Soon Know.*

A new contest is coming your way, and it is designed to show all your colleagues how good your chapter really is. The SPRF Board of Directors is putting the finishing touches on a new annual award competition called the Chapter Distinction Awards. These awards will include a Chapter of the Year and President of the Year recognition, earned by proven accomplishments in several chapter functions, including membership, programming, chapter management and pro-bono work. Starting in 2009, each Chapter will be able to submit entries (a small bound notebook) outlining its goals, strategies, tactics and measurements in any of the categories. A chapter can be pronounced the best in any category, and the chapter with the most points will earn the bragging rights of being the "Chapter of the Year," led, naturally, by the "President of the Year." (If you are familiar with the American Advertising Federation's "Club of the Year" awards, this is a very close cousin.)

Look for a formal announcement at the SPRF conference, "The PR Circus," in Sandestin, Florida and start planning now to show off your best work.

Lantern Entry Deadline *Coming Soon on May 23*

The deadline for entries is Friday, May 23. Please note that this is the deadline for us to RECEIVE the entries, not postmarked by that date. Look for the official call for entries coming soon via email.

PRAM Installs 2008 Board of Directors



2008 PRAM Board of Directors

(back row) Matt Martin; Celeste Cade; Kim Campbell, APR; Meagan Coughlin; Keith Guillot; Jarrod Ravencraft; Kim Collins, APR; and Pete Smith; (front row) Caron Blanton, APR; John Forde, APR; and Pam Swain)

The Public Relations Association of Mississippi installed its 2008 Board of Directors at the January board meeting.

Members of the 2008 Board include: Jarrod Ravencraft, President & SPRF Representative; Celeste Cade, Vice President of Programs; Caron Blanton, APR, Vice President of Awards; Matt Martin, Vice President of Communications; Meagan Coughlin, Secretary; Keith Guillot, Treasurer; Leia Hill, Member at Large (Scholarships); Kim Collins, APR, APR Regional Coordinator-North; Lisa H. Shoemaker, APR, APR Regional Coordinator-Central; Kim Campbell, APR, APR Regional Coordinator-South; John Forde, PhD, APR, APR Regional Coordinator * North; Pam Swain, Past President & SPRF Representative; Pete Smith, SPRF Representative; Mary Cracchiolo-Spain, SPRF Representative; Tracy Heggins, SPRF Representative.

New Design Coming Soon

SPRF recently approved a comprehensive website redevelopment. The board's vision is to create a website that allows greater benefits to chapters and members while providing additional communication capabilities. Some of the features to be added or enhanced include:



- Site redesign
- Membership database redevelopment and design
- Bulletin Board - Individual chapters will be able to set up a bulletin board for their chapter. They can also password protect the bulletin board.
- List serves - Several lists may be used. Primary use is to broadcast emails to SPRF, state or local chapters. These lists must be set up independently of any database. You may have as many as you need.
- E-mail - SPRF may choose to have its members, especially the board, to use sprf.org email addresses.
- Opinion Polls
- Survey Monkey - Already being used by SPRF. This license will transfer from PRCA to SPRF. Past used surveys will be transferred to the new license.
- Podcast - A digital media file, or series of such files, that is distributed over the internet using syndication feeds for playback on portable media players and personal computers.
- Calendar - A calendar will be added to the website that will allow any chapter to post important dates, upload graphics, and personalize the calendar.

Tips for Using Online Directory

It is critical that you keep your member record updated so you receive the benefits you expect and pay for from SPRF, ECPRO, PRAL, PRAM, PRCA and your local chapter. You may update your information at any time.

Updating a Record

- Go to www.sprf.org
- Click on Membership Directory
- Log-in with the e-mail address your chapter has listed for you and your password (If you have never changed your password, it will be lowercase sprf.)
- If your e-mail address is invalid, contact your local chapter.
- Click on Edit Your Own Info
- Make changes
- Click on update

Helpful Hints for Accurate Records

For password, change it to something personal, but remember, your default will always be lowercase sprf.

For e-mail, be sure you have a valid e-mail address. Most of the communication at the regional, state and local level is sent to members via e-mail from this directory.

Be sure you include the area code on all your phone numbers. Please include home phone numbers and URLs.

If a member's name is "Mary Jones-Smith," then the hyphenated "Jones-Smith" goes in the last name column. If a member's name is "Mary Jones Smith," then only the Smith goes in the last name column.

If a corporate membership is paid, but the company has not selected an employee to fill the membership, then put "TBA" in the first name and last name columns.

Please contact SPRF Vice President Membership Jarrod Ravencraft, 601.351.8290, ravenja@msh.state.ms.us with any questions.

Philip Shirley *Book Signing* “Oh Don’t You Cry for Me”

Former SPRF President Philip Shirley's (www.philipshirley.com) collection of short stories reached the bookstore shelves this month. The book tour of readings/signings for *Oh Don't You Cry For Me* is going well he reports.

Mark Childress, author of *One Mississippi* and *Crazy in Alabama* gave Shirley a blurb for the book cover:

“Philip Shirley takes classic Southern themes and settings – a turkey hunt, a honky-tonk, a lonely road to the middle of nowhere – and turns them into something uniquely his own. His people feel like real people. This collection of tightly written, closely observed stories marks a memorable debut in the world of fiction.”

A nice book review has appeared in *First Draft Online*. To read it, visit <http://www.writersforum.org/books/default.aspx>.

If you are interested in attending any of these events, please mark your calendar. If you cannot visit one of these independent bookstores or conferences, you may buy the book at www.amazon.com or www.barnesandnoble.com by searching his name.

Book Signing Schedule

April 18, 2008

Montevallo Literary Festival
University of Montevallo
Montevallo, Alabama
3:30 Reading in Palmer
Commons

April 19, 2008

Alabama Book Festival
Old Alabama Town
Montgomery, Alabama

May 1-3, 2008

Alabama Writers Symposium
Alabama Southern
Community College
Monroeville, Alabama
Reading May 2, 10:50-11:20 a.m.

May 10, 2008

“Second Saturday” at Bay
Books
Bay St. Louis, Mississippi
5:00-7:00 signing

September 18, 2008

University of North Alabama

PRAM-Pine Belt Recognizes Members for Their Achievements

Members of the Pine Belt Chapter of the Public Relations Association of Mississippi (PRAM) were recently honored for excellence in their profession for 2007 during an awards banquet held at the Lake Terrace Convention Center.

Teresa Martin, director of media and public relations at Jones County Junior College, received the chapter's highest honor, the Bud Kirkpatrick Practitioner of the Year Award, for her achievement in the field of public relations and service to the chapter.

Matt Martin with Mighty Penguin Design received the President's Award, recognizes his support and work as the chapter's vice-president of membership for 2007. Martin will serve as the chapter's 2008 Board of Directors president.

Lisa Bynum, communications coordinator for Hattiesburg Clinic, received the Professional Promise Award, recognizing her professionalism and organization in the field of public relations.

Kristy Gould, Hattiesburg American public affairs manager, received the Committee of the Year Award for her work as the chapter's 2007 workshop coordinator.

The chapter also awarded University of Southern Mississippi public relations student Candice Mitchell of Picayune with the Michael Fatheree Scholarship.



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board of directors

Officers:

President: Sabrina McLaughlin, APR
President-Elect: Adam Kelley, APR
VP Membership: Jarrod Ravencraft
VP Professional Development: Jennifer Jenkins, APR
VP Accreditation: John Forde, APR
VP Communication: Mary Cracchiolo
Treasurer: Glen Duncan, APR
Secretary: Deborah Geiger, APR
Past-President: Tracy Heggins

Members Organization Representatives:

Missy LaBorde, APR
Susan Broussard, APR
Holly Houk Cullen, APR
Pierre Washington
Marc Goldstein
Pete Smith
Pam Swain
Leyla Goodsell
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Association Assistant, Kim Collins, APR