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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 American, the Public Relations Association of Louisiana and the Public Relation 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 hope this newsletter finds you back in the swing of things at your office. We had a great conference, a record-setting conference in fact, as this year's SPRF/PRCA Conference sold out with more than 270 attendees. I hope those of you who attended enjoyed the festivities, accommodations and a wonderful series of networking events and speakers.

Special congrats to Denise D'Oliveira of PRCA who won this year's Professional Achievement Award. You can read more about her on page 7 of this newsletter.

I'd like to offer special thanks to Conference Co-chairs Carol Mann, APR, and Marian Faulk, APR, for all of their hard work and planning. It paid off. I know they led a first-rate committee (see page 3 for list of the committee):

And please go ahead and mark your calendar for July 27-29, 2008, as ECPRO will host next year's conference.

Also, as many of you know, SPRF recently announced that Kim Collins, APR, will serve as the organization's first association assistant. As association assistant for our organization, Kim will help manage our day-to-day activities such as support of the board and membership, event planning and budgeting, record keeping and also helping maintain the website.

I've known Kim for a long time and know she will do a great job for us. A former SPRF officer, she is currently the director of public relations for Bobby King Associates, Inc. in Tupelo, Miss. She recently earned her APR designation and is also an officer of the Northeast chapter of PRAM. Bobby King Associates, Inc. is a 30 year-plus advertising, public relations and marketing firm specializing in tourism promotion and development and multi-member partnerships and associations.



Kim Collins, APR

We are excited to have Bobby King Associates and Kim serving in this new capacity as our first association assistant. They bring a solid overall background and understanding of the profession and the SPRF organization that will help manage its growth and the services provided to its members.

Kim lives in Tupelo with her husband, Jarrad, and their child.

Sincerely,

Tracy Heggins
2007 SPRF President



2008 SPRF Conference July 27-29. Sandestin Beach and Golf Resort Bayside.

2007 Conference Review



Conference co-chairs Marian Faulk, APR (left), and Carol Mann, APR.



Kay Yarbrough and Bill Cunningham performing a skit previewing the 2008 PRCA State Conference to be held in Montgomery



Denise D'Oliveira, APR, with some of SPRF's former Professional Achievement Award winners.



SPRF Board Member Missy LaBorde, APR, speaking to students

SPRF Conference Committee:

- Denise D'Oliveira, APR -- Logistics chair
- Deb Geiger, APR -- Speakers/program
- Pat Hartman, APR -- Promotions
- Leigh Perry-Herndon -- Registration
- Leslie Schraeder -- Treasurer
- Debra Clolinger / Vanessa McGee -- Secretaries
- Dorene Hockaday -- Hospitality
- Amber Guy Wiseman -- Publicity
- Susan Rak Blanchard -- Evaluation
- Suzanne Fornaro, APR -- Door prizes
- Anitra Bell -- Sponsors
- Niki Lim -- Student liaison
- Paula Dicks -- Speaker transportation
- Jennifer Jenkins, APR -- Co-chair Medallion Awards
- Sharee Broussard, APR -- Co-chair Medallion Awards



Cathy Landcroch, Neal Probst , and Jodi Jordan, APR

Other members on subcommittees:

- Carmen Brown
- Ashley Collins
- Lovelace Cook
- Carol Hunter
- Vanessa Murphree
- Julie Otts
- Kinnon Phillips, APR



ECPRO members performing a skit to promote the 2008 SPRF Conference

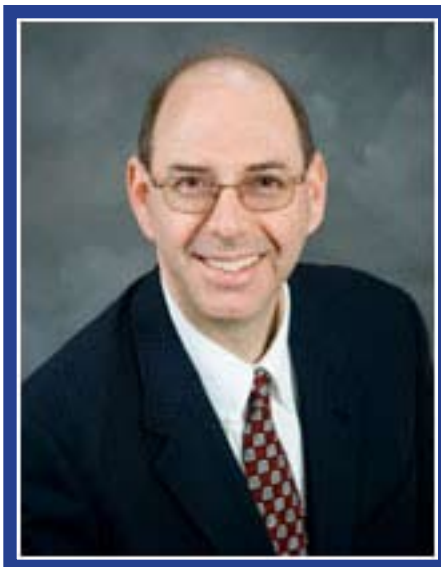


Jim E. Lukaszewski, APR, Fellow PRSA, one of the keynote speakers

Photography Credits:

Amber Guy, Ashley Collins, Marian Faulk, APR; and Joe Wiseman.

Dr. John Forde *named second SPRF UAB Representative*



SPRF recently appointed Dr. John Forde, APR, of PRAM's Starkville/MSU chapter as SPRF's second representative to the Universal Accreditation Board (UAB).

Forde has been preparing PR students and serving APR candidates for quite a while in Mississippi, and his participation on the UAB now brings a wealth of APR experience and the vantage point of an academic to the group. John participated in the July UAB teleconference and will be joining Michael Tullier, APR, in New York for his first

public relations, broadcasting, journalism, theatre, and communication studies. The department also serves hundreds of other students in partnership majors and minors. Before being named department head, he had been coordinator of the public relations concentration and coordinator of the internship program in the department since his arrival.

Forde also has been involved as an officer in several public relations and community organizations. He served in 1997 as President of SPRF and received the Professional Achievement Award in 1999. He also was named previously as the PRAM's State Practitioner of the Year. At MSU, Forde has been presented with a John Grisham Faculty Excellence Award and received the university's Outstanding Academic Advisor Award and a similar national advising award.

He earned degrees from Jones County Junior College and Mississippi State and graduate degrees from the University of Southern Mississippi. Prior to returning to MSU to teach, he was Director of Public Relations at William Carey College in Hattiesburg.

on-site UAB meeting in September. SPRF was able to appoint an additional representative this year when its total number of Accredited members exceeded 100 for the first time.

Forde, APR, has been teaching at Mississippi State University in the Department of Communication since 1987. He became head of the department on July 1, 2004, and he continues to teach Principles of Public Relations, both in person and online. The department of approximately 500 students and 21 full-time faculty includes concentration areas of

His wife, Connie, teaches at MSU in the Department of Instructional Systems, Leadership, and Workforce Development. They have two sons, John David, 19, and Daniel, 16, who also help keep them active.

Record number of APR's

One of the Southern Public Relations Federation's primary goals is to serve as the conduit for its members to become Accredited, and 2007 has already proven to be a record year for Accreditation since the Examination was re-engineered in 2003.

So far this year, SPRF has had 10 new APRs, and we're just entering the fourth quarter. SPRF includes nearly 1,250 public relations and communications professionals in the Southeast. Currently 108 SPRF members, or nearly nine percent, hold the APR designation.

Here is the list of SPRF's 10 newest APRs:

- Michelle Clement, APR, PRAL-Baton Rouge
- Kim Collins, APR, PRAM-Tupelo
- Ashley Fulmer, APR, PRCA-Baton Rouge
- Jill Haynes, APR, PRCA-Mobile
- Jennifer Jenkins, APR, PRCA-Mobile
- Jodi Jordan, APR, ECPRO
- Leicester Landon, APR, PRAL-Baton Rouge
- Susan Perkins, APR, PRAM-Mississippi Beach
- Lisa Shoemaker, APR, PRAM-Meridian
- Laura Walton, APR, PRAM-Starkville/MSU

Number of APR's in each SPRF organization:

PRCA	44
PRAM	31
PRAL	30
ECPRO	5
TOTAL	111

Also, be sure to check out the complete list of SPRF APRs online at www.sprf.org.

Newest members *to add APR accreditation*



Ashley Fulmer, APR

Ashley Fulmer is the public relations director for Style Advertising. Fulmer earned her bachelor's degree from the University of Alabama at Birmingham (UAB) in 2001, majoring in mass communication with a specialization in public relations. Prior to joining Style Advertising in 2005, Fulmer served as community relations coordinator for the UAB Athletic Department for two years. Before that, she also worked with the UAB Creative and Marketing Group

and Concepts Public Relations. Fulmer is an active member and board member of PRCA-Birmingham. She has served the board in several roles and is currently the vice president of projects. She also serves as the local media chair for "Laps for Cystic Fibrosis."



Susan Perkins, APR

Susan Perkins is a member of PRAM's Mississippi Beach chapter. Perkins is the Internal Marketing Coordinator and has worked as a public relations representative with the Mississippi Department of Marine Resources in Biloxi for the past eight years where her duties include the writing and design of publications, coordinating outreach and education events and media relations. She graduated cum laude in the Honors College at the University of

Southern Mississippi, earning a bachelor's degree in journalism.

She also holds a master's degree in public relations from the University of Southern Mississippi. A Mississippi Gulf Coast native, Perkins is a 1992 graduate of St. Martin High School. Perkins is the daughter of Anthony and Sue Lepoma of St. Martin. She now resides in St. Martin with her husband, David.



Kim Collins, APR

Kim Collins is a member of PRAM's Northeast chapter. She is the Director of Public Relations for Bobby King Associates and has worked in public relations professionally for seven years where her duties include media relations, strategic planning, grant writing and account executive activities for the Ridgeland Tourism Commission and the Natchez Trace Compact marketing group. Collins also assists her firm in various public relations activities for all agency accounts. Collins has served as

president for the statewide Public Relations Association of Mississippi, secretary of the regional Southern Public Relations Federation and various officer positions including president at the local level. She graduated magna cum laude from Mississippi State University, earning a bachelor's degree in communication: public relations. She also completed four public relations internships. A Brandon native, Collins is a 1996 graduate of Brandon High School. Collins is the daughter of Roger and Jan Foster. She now resides in Tupelo with her husband, Jarrad, and their child.

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

Extra Resource with Survey Monkey



SPRF members, please remember that SPRF's SurveyMonkey account is available to members for use on any SPRF, state organization or chapter level business. For use, please contact Adam Kelley, SPRF VP-Communication, at 205-558-2947 or adam.kelley@chsys.org. This is a fantastic resource and the SPRF Board encourages you to use it.

Carol Mann remembers the day in 1995 she got an enthusiastic voice mail in her Mobile Office. It was from Andra Wilson in Tuscaloosa.

"You have won an award!" said Andra. Andra went on to say about how eager she was to see Carol at the SPRF conference.

Carol hung up the phone, confused. She hadn't submitted anything to the organization. She wasn't registered for the conference. Though very active in PRCA, she wasn't particularly involved in SPRF. So she forgot about it.

The mystery was solved years later, after Carol became active in SPRF and attended her first Destin conference. As she registered, a member of the host chapter said, "Here's the other Carol Mann!"

"What?" Carol asked, totally confused. "There are two of you," the host explained.

Soon the two PR executives met. They found they had much in common and have ever since enjoyed being the "other" Carol Mann, although their correspondence, conversations and SPRF recognitions have sometimes seemed like a "Who's on first?" comic routine.

Both are named Carol Mann. Both are widely-known PR professionals. (The Carol in Mobile, Ala., is now director of PR for Mobile Mental Health. The Carol in Jackson, Miss., is president of Mann & Associates, LLC.) Both have owned their own firms. Both are married to men named David. And both of their husbands were originally from Mobile.

But as far as they know, that's where the resemblance ends. The "Mobile Carol" says those who have met the two can easily tell them apart.

"Carol is tall and blonde," says Mobile Carol in her trademark deadpan humor. "And I am ... not."

She suggests that they might be known as the "brunette Carol" and the "blonde Carol," though most colleagues find it easier to keep them straight by geography. But that doesn't mean that everyone keeps it straight all the time. At one SPRF conference, a young member who didn't know the Jackson Carol thrust the Lantern Award into the Mobile Carol's hand, despite her identity explanations.

"Everyone was congratulating me, and I kept saying, 'This is not me. I didn't enter anything this year,'" Mobile Carol says. When both have entered the competitions, both have won in their categories, further confusing everyone but them. They laugh about receiving e-mails meant for each other, but find it a bonus to receive accidental updates as to what the other is working on. Both also agree that the fraternal, rather than competitive, nature of PRCA/SPRF is a boost to both careers, even if there's an occasional muddle. Jackson Carol says she actually enjoys being mistaken for the other executive with the same name.

"Being the 'other' Carol Mann has been a good thing," Jackson Carol says. "It's a name that gets results. At first meeting, people quickly go through their mental Rolodex on how they're supposed to know me or where they've heard of me, particularly those in the PR world since the 'other' Carol Mann is so very well liked and respected by all."

Mobile Carol is also glad to be associated with a professional with an excellent reputation. "She is such a generous, giving person and is so friendly and open. She's obviously very good at what she does. She's done some phenomenal work."

The work of each woman is indicative of the diversity of this field. Jackson Carol heads a full service agency, providing clients a wide variety of PR and advertising services. When asked what she loves about her job, she mentions the pleasures of campaigns that extend from the initial research stage to the finish line.

"While developing a communications plan, you usually have control on how you intend to reach the goals that you and your clients have set. It's very gratifying to work on projects that can 'move the needle' by positively changing public perceptions or behavior."

Mobile Carol's work in a public nonprofit is very different and yet equally gratifying as she works to "move the needle" in public perceptions about mental health. She describes her role as a member of the Mobile Mental Health executive team as a "one-woman PR shop." She enjoys all her interactions, from graphic designers to advocacy groups, volunteers to government officials.

"I like working for nonprofits and human services because helping others really fits my philosophy of life," she says.

What does the future hold for each? Jackson's Carol foresees her company becoming more interactive, as the Internet helps define industry trends. Mobile's Carol is working to rebrand her nonprofit, a task she expects to be a challenging but satisfying mix of research, planning and strategizing.

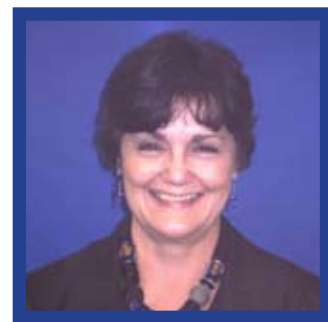
Both are proud of their associations with SPRF and plan to continue organizational relationships. Mobile's Carol will roll off the board this year but after catching her breath hopes to resurrect the SPRF professional journal. Both she and the "other" Carol say relationships formed through these organizations, including their namesake friendship, bolster their professional and personal lives.

"SPRF and PRAM provide strong professional support," says Jackson Carol. "PR folks are just nice people by nature - I've made some lifelong friends through these organizations."

When pondering the future, one wonders if more Carol Manns are out there. The Jackson Carol said she knows of a golfer named Carol Mann, a Carol Mann who was homecoming queen at Mississippi Southern University and a Carol Mann cookbook author. She said she's proud to be associated with all the Carol Manns she knows or has heard of.

"Famous athlete? Great beauty? Fabulous cook? PR genius? You can see why I get so much mileage just on the name alone," she laughs.

Is she the blonde/brunette Carol, the Mobile/Jackson Carol, the "other" Carol or what each laughingly calls "The Evil Twin?" However either is distinguished, these Carols' dual identities are proven double assets, both for each of them and for the organizations they serve.



Carol Mann, APR



Carol Mann

D'Oliveira *named SPRF Professional Achievement Award Winner*

SPRF presented its highest honor — the Professional Achievement Award (PAA) — to Denise D'Oliveira, APR. The award was presented during the Federation's annual conference on September 18.

The PAA is the highest honor bestowed on a member by SPRF. An outstanding member from each SPRF state organization is nominated by his or her peers and must prepare an entry detailing their career achievements for judging on the state level. D'Oliveira was nominated by PRCA. The selection is based on professional activities, community service, career achievement and examples of the nominee's work. Sabrina McLaughlin, APR, of ECPRO and Caron Blanton, APR, of PRAM were the runners-up.

D'Oliveira has held public relations positions on both sides of Mobile Bay for the Mobile and Baldwin County Public Schools. Her work has helped engage parents and school shareholders in educational reform, increase school funding, raise awareness of the role of public education, and create a communications model for school districts and communities throughout the U.S.

For PRCA she initiated a successful APR Jump Start training class for the Mobile Chapter that was later used statewide and may become a national model. She has received three national Awards of Excellence from the National School Public Relations Association and two national Golden Achievement Awards. D'Oliveira completed her undergraduate and master's degrees in secondary education at the University of South Alabama and holds a master of arts in public relations from the University of West Florida. Founded in 1972, SPRF is a regional network of more than 1,300 public relations professionals from Mississippi, Alabama, Louisiana and north Florida who share a common interest in the public relations profession.



Mary Cracchiolo-Spain presents Denise D'Oliveira, APR, with her medallion as winner of the SPRF Professional Achievement Award

A Brief Look *at our 2007 PAA Nominees*



Caron K. Blanton, APR earned a degree in English and a minor in Writing from Randolph-Macon Woman's College. She studied abroad at Oxford University in Oxford, England and later completed a Master's of Art degree in Journalism from The University of Mississippi. She has worked for 18 years in the field of public relations with jobs ranging from Assistant Director of Public Information at Holmes Community College to now

the Director of Communications for the Mississippi Department of Education. She serves on several boards including the PRAM Central Chapter board as Vice-President of Communications, the PRAM State Board as APR Chair for the Central Region, and as President of the Mississippi School Public Relations Association.



Sabrina McLaughlin, APR is the Owner of The PR Girl, Inc., a full service public relations consultancy serving a wide variety of clients across the country. Her award winning public relations program development, copywriting and creative direction skills have been recognized on local, regional and national levels. Sabrina's ten year span in the PR industry began as the Assistant Development Director for Alabama Public Radio in Tuscaloosa. She was also employed as the

Marketing Coordinator for the regional accounting firm of Saltmarsh, Cleaveland & Gund and as the Voter Education & Public Relations Coordinator for the Okaloosa County Elections Office. Sabrina is a sought after regional and national speaker on public relations, media training, creativity, presentation skills and leadership. She is currently pursuing her Masters degree at the University of West Florida where she also teaches for the Communication Arts department. She and her husband Allen have been married for five years and reside in Navarre, FL. They have a beautiful baby girl named Graci Lynn - a budding Creative Director.

IN THE NEWS

SPRF recognizes its Lantern Award winners; Jackson's Mann & Associates Claims Best in Show

SPRF recognized outstanding work in the field of public relations recently during the Lantern Awards luncheon at its 2007 Conference held at the newly-renovated Battle House Hotel. The Lantern Awards competition recognizes the best work produced by SPRF members with certificates of merit, awards of excellence and the Lantern Award, the highest award given. Tracy Heggins and Lisa Shoemaker, APR directed the awards.

The awards were selected by a panel of judges from the Florida Public Relations Association who reviewed 262 entries in 25 categories. Of the entries, only 11 percent were awarded Lantern Awards with 48 percent receiving no award at all. The judges considered planning, originality, creativity, effectiveness, budget utilization and the role of the entrant in the project.

Mann & Associates of Jackson, Miss., claimed the prestigious William A. Taylor Best in Show award for its work on Project Clear Voice for the Mississippi Department of Education. Special Judges' Awards were given to Sides & Associates of Lafayette, La., for its work on the Iberia Parish/Vermilion Parish Emergency Guide and Sullivan-St. Clair Marketing and Public Relations of Mobile for its work on the Dreamland Back Big Daddy Campaign.

Lantern Awards were given to the following organizations (number of Lanterns):

- White-Spinner Construction of Mobile, Ala. (5)
- Jackson Convention and Visitors Bureau of Jackson, Miss. (2)
- Sullivan-St. Clair Marketing and Public Relations of Mobile, Ala. (2)
- East Mississippi Electric Power Association of Meridian, Miss. (2)
- The Alabama Hospital Association of Montgomery, Ala. (1)
- Mississippi Department of Mental Health of Jackson, Miss. (1)
- Civil Air Patrol of Montgomery, Ala. (1)
- MightyPenguin Design (1)
- The PR Girl Inc. of Navarre, Fla. (1)
- Mann & Associates of Jackson, Miss. (3)
- Alabama Bureau of Tourism and Travel of Montgomery, Ala. (2)
- Sides & Associates of Baton Rouge, La. (2)
- The KARD Group of Vancleave, Miss. (2)
- LSU Office of Public Affairs of Baton Rouge, La. (1)
- Auburn-Opelika Tourism Bureau of Auburn, Ala. (1)
- Blue Cross Blue Shield of Louisiana of Baton Rouge, La. (1)
- BREC of Baton Rouge, La. (1)

New electronic entry format builds identity, membership participation

SPRF and PRCA put the new standard electronic entry format for their Lantern and Medallion Award programs to the test this year with much success, moving the organizations.

Even with a slight learning curve for members, SPRF had its second highest level of participation in Lanterns with 262 entries - the highest being in 2006 with 264 entries (an increase over the average of about 230 that was attributed to Hurricane Katrina-related entries)."

Implementing the electronic entry format was a long tedious process that required SPRF and state organizations to identify and use common processes," said SPRF President Tracy Heggins. "Not only did we work to bring the entry process into the 21st century, but we also sought to further build on the integrity and cohesiveness of our programs." Under the leadership of PRCA's Sharee Broussard, APR, and Jennifer Jenkins, APR, a committee representing SPRF, PRCA and PRAM evaluated the existing programs and forged a consistent process that allows members to progress from state to regional contests. PRAM will begin using the electronic entry format in the 2008 PRISM Awards in the spring.

"As SPRF expands its membership, we also are growing in our recognition among national peers as an established regional organization," Heggins said. "Through the research and groundwork that Sharee and Jennifer had completed for PRCA on establishing an electronic entry format, we saw an opportunity to extend that throughout the SPRF family and create more cohesive programs."

To even better support the state-to-regional processes, in 2009, PRCA will hold its Medallion Awards in the spring. PRAM will also continue having its PRISM program in the spring, with the SPRF Lanterns later in the year.

"One of the benefits of having a state-to-regional process is the progressive evaluation is the two levels of evaluation and feedback that members' entries receive," said Adam Kelley, SPRF board member and immediate past president of PRCA. "By receiving input at the state level, you can better prepare your profile sheets detailing your PR processes for evaluation among peers from a four-state area. All of the programs are designed, first and foremost, for evaluation and development of the practitioner's work, but there is always some level of competition, especially when deciding Best of Show and Judge's Choice Awards, where it pays off to have the best prepared entry." Despite small glitches in the initial electronic entry process, which is already being addressed and improved upon by the site designers, overall feedback from membership was positive and most evident by participation.

"It was quite clear to judges for the Lantern Awards that our organization is filled with very talented public relations practitioners at various levels of their careers," Heggins said. "As we see a greater influx of new practitioners beginning their careers, it's important to help guide them in demonstrating the criteria needed for a successful entry." As part of the professional development service provided by SPRF, we'll be looking to communicate more in the coming months on the electronic process, as well as tips on preparing to enter one of the programs," Heggins said.

IN THE NEWS

PRCA Recognizes Medallion Award Winners

PRCA recognized the outstanding work in the field of public relations recently during the Medallion Awards banquet at its 2007 SPRF/PRCA Conference Sept. 18, in Mobile.

The Medallion Awards competition recognizes the best work produced by PRCA members with certificates of merit, awards of excellence and the Medallion Award, the highest award given.

The awards were selected by a panel of judges from the Public Relations Association of Louisiana, who reviewed 151 entries from 19 categories. Of the 151 entries, only 17 percent were awarded Medallion Awards with 33 percent receiving no award at all. The judges considered planning, originality, creativity, effectiveness, budget utilization and the role of the entrant in the project.

The Best of Show Award is considered to be the most outstanding of all category entries. This year, the Best of Show was awarded to Jennifer Jenkins, APR, of Sullivan-St. Clair Marketing and Public Relations for her Gulf Coast Cancer Centers 2007 Integrated Marketing Communications Plan. Judges' Awards were given to Cathy Andreen of The University of Alabama for the UA Institutional Home Page Redesign and Megan Pratt of First National Bank of Central Alabama for the Sharing The Harvest Dinner.

Winners of the prestigious Medallion Award (number of Medallions) were:

- Deborah Geiger, APR (5)
- Vanessa McGee (2)
- Ashley Fulmer, APR (2)
- Brian Jones (1)
- Kay Yarbrough (1)
- Allison Gregg (1)
- Megan Pratt (1)
- Karla Conway, APR (1)
- Jennifer Jenkins, APR (3)
- Niki Lim (2)
- Lucy Arnold Sikes (2)
- James Tynan (1)
- Marianne Higgins, APR (1)
- Cathy Andreen (1)
- Anthony Cooper (1)

2007-08 PRCA Board of Directors (term began October 1)

<i>Position</i>	<i>Nominee</i>	<i>Chapter</i>
President	Deborah Geiger, APR	Mobile
President-Elect	Leyla Goodsell	West AL
VP, Programs	Jody Seal, APR	Birmingham
VP, Communications	Lucy Arnold Sikes	West AL
VP, Accreditation/Ethics	Denise D'Oliveira, APR	Mobile
VP, Students	Veronica Wilder	North AL
VP, Membership	Nan Baldwin, APR	Birmingham
VP, Projects	Jennifer Jenkins	Mobile
Secretary	Peggy Collins	Montgomery
Treasurer	Brad Fisher	West AL
Member at Large	Anne Graham	Montgomery
Member at Large	Jena Ogiba	Birmingham
Member at Large	John Atkinson	East AL
Member at Large	Sonia Robinson	North AL
Past President	Adam Kelley, APR	Birmingham

Chapter Presidents

Birmingham	Mary Head
East Alabama	Leigh Krehling
Mobile	Susan Rak-Blanchard
Montgomery	Lori Quiller
North Alabama	Monty Vest
West Alabama	Susan Bishop

SPRF Representatives

Adam Kelley, APR
 Michael Tullier, APR
 Deborah Geiger, APR
 Leyla Goodsell
 Jennifer Jenkins



Southern Public Relations Federation names 21 as Senior Practitioners

SPRF honored 21 people at its annual conference Sept. 18, in Mobile as senior practitioners.

The senior practitioner designation was established to honor SPRF members recognized by their peers as veteran PR professionals with high ethical standing. Nomination and selection is made by each local chapter of the Public Relations Council of Alabama (PRCA), Public Relations Association of Mississippi (PRAM), the Public Relations Association of Louisiana (PRAL) and the Emerald Coast Public Relations Organization (ECPRO) based on criteria set by SPRF.

Nominees must have met three of four criteria:

- 15 years of full-time PR experience
- Accreditation by the UAB
- Officer or board member at the chapter, state or SPRF level

- Recognition of professionalism as evidenced by an SPRF Lantern Award, practitioner of the year award, or similar peer-reviewed, competitively selected, PR-related recognition or honor.

The 2007 senior practitioners are:

- John Atkinson - PRCA
- Janet Felts - PRCA
- Dan Meissner - PRCA
- Carol Woodruff - PRCA
- Jim Collins - PRAM
- Judy Day Isbell - PRAM
- Lee Ragland - PRAM
- Amy Nolan, APR - PRAL
- Bill Yell - PRCA
- Deborah Geiger, APR - PRCA
- Sabrina McLaughlin, APR - ECPRO
- Nan Baldwin, APR - PRCA
- Kathy Johnson - PRCA
- Kim G. Nix - PRCA
- Ron Barnes - PRAM
- Kim Collins, APR - PRAM
- Lorri Freeman - PRAM
- Stephen Loy, APR - PRAL
- Jodi Jordan, APR - ECPRO
- Cathy Landroche - ECPRO
- Kinnon Phillips, APR - PRCA

IN THE NEWS

PRCA Recognizes Suzanne Fornaro, APR, as Lifetime Achievement Award Winner



Suzanne Fornaro, APR

PRCA recognized Suzanne Fornaro, APR, as the winner of its Grover Smith Lifetime Achievement Award recently at the Medallion Awards banquet at the SPRF/PRCA State Conference Sept. 18, in Mobile.

The Smith Award is the highest honor bestowed on a member by the PRCA. The award is only open to members who have clearly demonstrated a career of superior performance and a significant contribution to the field of public relations. Nominees must prepare an entry detailing their career

achievements for judging on the state level. Fornaro's selection is based on professional activities, community service, career achievement and examples of the nominee's work.

The award was named in memory of Grover Smith, a longtime PRCA member, just before his death in 2004. Smith was a legend in the field of public relations and served as the longtime press secretary for U.S. Sen. John Sparkman.

Fornaro is the director of Public Relations for Volkert & Associates, a consulting firm of engineers, architects and environmental scientists based in Mobile. She has worked nearly 30 years in the field of public relations. She earned her bachelor's degree in journalism from the University of Georgia and a master's degree in communications from Syracuse University. After 25 years with Volkert, Suzanne continues her traditional role in public relations developing innovative internal communication tools and taking the firm's message to the public. She also is part of the in-house professional training team and takes a lead role in community relations planning and activities.

Suzanne is Accredited in Public Relations, and is a past president of PRCA Mobile Chapter and the PRCA state board and is a former SPRF board member. Suzanne's work has earned numerous recognitions including PRCA Medallions and SPRF Lanterns. Her fellow PRCA Mobile Chapter members recognized her with the Diamond Award in 2002 for service to the chapter and as the Practitioner of the Year in 1986, 1988 and 2005, when she also won the state award as the 2005 PRCA Philip R. Forrest, Jr., Practitioner of the Year.

Suzanne and her husband, Bob, have two grown daughters, Rachel and Nancy, and two grandchildren, Jordan and Rachel Bradley. She enjoys traveling in the United States and abroad on vacations.

PRCA Recognizes Helen Todd, APR, as Practitioner of the Year

PRCA recognized Helen Todd, APR, as the winner of the Philip R. Forrest Professional Achievement award recently at the Medallion Awards banquet at the 2007 SPRF/PRCA State Conference Sept. 18, in Mobile.

The Philip R. Forrest, Jr. Practitioner of the Year Award is the highest honor bestowed on a member by the PRCA. An outstanding member from each of the six PRCA chapters is nominated by his/her peers as his or her chapter's Practitioner of the Year and must prepare an entry detailing their career achievements for judging on the state level. Todd was nominated by the Birmingham Chapter of PRCA and there were four other nominees from chapters around the state. The selection is based on professional activities, community service, career achievement and examples of the nominee's work.

The award was re-named in memory of Philip R. Forrest, Jr., a longtime member of the Mobile Chapter, after his death in 1983. He was the 1977 recipient of PRCA's then Practitioner of the Year Award.

Todd is public relations manager for Southern Living magazine, the 8th largest lifestyle magazine in the country with approximately 16 million readers. She is responsible for promoting the magazine and its marketing programs such as the Southern Living Cook-Off, Idea Houses, and new this year the Southern Living BBQ on Tour. Todd has more than 18 years communications experience ranging from radio and television news to economic development, higher education, healthcare and banking. She received her bachelor's degree from the University of Alabama in 1989 and national accreditation from the Universal Accreditation Board in 2000. Todd was named Practitioner of the Year by PRCA's Birmingham chapter in 2000 and 2007 and was designated as a Senior Practitioner by the Southern Public Relations Federation in 2005. She is also a certified whitewater kayak instructor.



Helen Todd, APR, with some previous Forrest Professional Achievement Award winners

IN THE NEWS

West Alabama Chapter Named PRCA Chapter of the Year

The West Alabama Chapter was named the 2007 Sharon Heflin Chapter of the Year winner by PRCA September 18th, at the organization's annual conference held in Mobile.

Led by president Lucy Arnold Sikes, the West Alabama Chapter claimed its first such title. Chapter leadership also included: president-elect Leyla Goodsell, secretary Dan Meissner, treasurer Megan Pratt, membership vice president Michelle Price, programs vice president Nikki Comerford, projects vice president Carol Woodruff, communications vice president Laura Green, students vice president Meg Lamme, APR, accreditation and ethics vice president Brad Fisher, APR, past president Janet Griffith, and members at large Cathy Andreen, Susan Bishop and Rebecca Booker.

West Alabama earned the title by showing a remarkable 104 percent increase in attendance membership, making it the state's fastest-growing chapter. The chapter also hosted the most recent state conference, recognizing PRCA's 50th Anniversary. Community service activities like the heart Project and Operation Easter Bunny also contributed to the judges' choice of the chapter.

The award honors the PRCA Chapter that has exhibited excellence in overall chapter operations during the previous year. Specific focus is placed on the following categories: programs, membership recruitment and retention, membership participation, promotion of public relations internally and externally, projects, community involvement, accreditation and professional development. The winning chapter receives a cash award in addition to a small gift for each member.

The award is named for Sharon Heflin, APR, who died in 1999. Heflin was a long-time member of the Montgomery Chapter with service on both the state and local boards. Heflin, who many in Montgomery would call the heart of their chapter, devoted her career of more than 20 years to furthering the arts in Alabama, as public information officer for the Alabama State Council on the Arts.



Some West Alabama Members toasting their achievement.

Hugh Rushing Appointed as PRCA Association Manager



Hugh J. Rushing has been named Association Manager of PRCA. As Association Manager for the 500-plus member organization, Rushing will help manage PRCA's day-to-day activities such as support of association's board and membership, financial tracking, event planning, record keeping and also helping maintain the council's website www.prcaonline.com.

Rushing has been involved with association management for the past 15 years as well as serving as editor and writer for a number of publications. In previous years Rushing has served as a member of many organizations in Birmingham, such as the Vulcan Task Force 1993-95 and Vice President of the Birmingham Historical Society, 1990-2002. He also serves as a member of the U.S. Department of Commerce ItAC advisory committee on trade policy.

Rushing earned his bachelor's degree from the University of South Alabama and his MBA from the University of Alabama at Birmingham (UAB). While at UAB, Rushing was honored by the American Marketing Association as an outstanding graduate student and had membership in the Beta Gamma Sigma, Omicron Delta Epsilon and Phi Kappa Phi honoraries.

Hugh Rushing, APR

"We are delighted to have Hugh onboard," said Adam Kelley, APR, PRCA's immediate past President. "His background is ideally suited to strengthening our organization and his passion and creativity have been evident since the search committee first met him."

PRCA is Alabama's oldest and largest group of public relations practitioners. The organization exists to further the professional interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations. Along with networking, PRCA offers career development opportunities, mentors college students and works to improve the professionalism of public relations practice through its accreditation program.

2007 LANTERN AWARDS LIST OF AWARD RECIPIENTS

WILLIAM A. TAYLOR BEST IN SHOW

Mann & Associates
Project CLEAR Voice

JUDGES' AWARDS

Sides & Associates
Iberia Parish/Vermilion Parish Emergency Guide

Sullivan-St. Clair Marketing/Public Relations
Dreamland Back Big Daddy Campaign

PUBLIC RELATIONS PROGRAMS

Categories 1-11

TOTAL PUBLIC RELATIONS PROGRAM

Category 1c, budget of \$25,000 or more

Award of Excellence
The Cirlot Agency
Mississippi, Believe It! National Launch

SPECIAL PUBLIC RELATIONS PROGRAM

(long-term, 90 days or longer)

Category 2a, budget under \$10,000

Lantern Award
Alabama Hospital Association
Special Public Relations Program

Award of Merit
Louisiana Lottery Corporation
Louisiana Lottery Winner Awareness Program

Category 2b, budget of \$10,000 to \$25,000

Award of Excellence
BREC
BREC's 60th Anniversary Celebration

Award of Merit
Beau Rivage Resort and Casino
Katrina One Year Later Committee/
Mississippi Beyond Katrina Website

Award of Merit
GodwinGroup
Jackson Place Public Relations

Award of Merit
Huntsville Utilities
HU Tree Trimming Program

Category 2c, budget of \$25,000 or more

Lantern Award
Jackson CVB
Jackson, Mississippi -- City with Soul PR Campaign

Lantern Award
Alabama Bureau of Tourism and Travel
The Year of Alabama Arts

Award of Excellence
The Cirlot Agency
Mississippi, Believe It! National Launch

Award of Excellence
Beau Rivage Resort and Casino
Fallen Oak Opening

SPECIAL PUBLIC RELATIONS PROGRAM

(short-term, less than 90 days)

Category 3a, budget under \$10,000

Award of Merit
Blue Cross and Blue Shield of Louisiana
Rubicon WalkingWorks Challenge

Award of Excellence

Louisiana Lottery Corporation
\$1,000,000 Spectacular Live Drawing

Category 3b, budget of \$10,000 to \$25,000

Lantern Award
Sullivan-St. Clair Marketing/Public Relations
Dreamland Back Big Daddy Campaign

Award of Merit
Mississippi Hospital Association
Dream Big Health Careers Awareness Camps

Award of Merit
Louisiana TIMED Managers (LTM)
On The Road Again: TIMED Road Show

Award of Excellence
Mississippi Department of Mental Health
Project Recovery - Hurricane Katrina One Year Later

Category 3c, budget of \$25,000 or more

Award of Excellence
GodwinGroup
USA International Ballet Competition PR Program

COMMUNITY RELATIONS PROGRAM

Category 4a, long-term (90 days or longer)

Award of Merit
East Mississippi Electric Power Association
East Mississippi Electric Power Association's Youth Tour

Category 4b, short-term (less than 90 days)

Award of Excellence
Area Development Partnership
Pick-Up the Pinebelt

PUBLIC SERVICE PROGRAM

Category 5a, long-term (90 days or longer)

Lantern Award
LSU Office of Public Affairs
One Book One Community

Award of Merit
Mississippi Hospital Association
Saving Nurses Saves Lives Campaign

Award of Excellence
The Cirlot Agency
Mississippi, Believe It! National Launch

Award of Excellence
Blue Cross and Blue Shield of Louisiana
Be Safe. Be Prepared. - Hurricane Preparedness Campaign

Category 5b, short-term (less than 90 days)

Lantern Award
Mann & Associates
Don't Burn On Windy Days

Award of Excellence
Louisiana TIMED Managers (LTM)
TIMED 2 Drive Safe

PUBLIC AFFAIRS PROGRAM

Category 6a, long-term (90 days or longer)

Lantern Award
BREC
BREC's 2007 Tax Renewal Campaign

Category 6 b, public affairs program (less than 90 days)

Lantern Award
The PR Girl, Inc.
Vote In Honor of a Vet 2007

Award of Merit
Mann & Associates
Secondhand Smoke Kills Campaign

INTERNAL COMMUNICATION PROGRAM

Category 7b, short-term (less than 90 days)

Lantern Award
Mann & Associates
Project CLEAR Voice

REPUTATION/BRAND MANAGEMENT

Category 8b, Crisis Planning

Award of Merit
Singing River Electric
Singing River Electric Power Association - 2007 Emergency
Preparedness Plan

Category 8d, integrated marketing communication programs

Award of Merit
Guild Hardy Architects PA
Green Design Experience of Guild Hardy Architects

Award of Excellence
Jackson Convention & Visitors Bureau
Jackson Convention & Visitors Bureau Group Tour Advertising
Campaign

SPECIAL EVENTS

Category 9a, budget under \$20,000

Award of Merit
Tuscaloosa County Park and Recreation Authority
Tuscaloosa County Park and Recreation Authority Bobby Miller
Activity Center Grand Opening

Award of Merit
GodwinGroup
Between The Lions - MPB

Award of Merit
BREC
Brooks Park and McKinley Middle Dual Grand Opening
Celebration

Award of Excellence
The Child Advocacy Center
SERVE IT UP WITH LOVE Charity Tennis Tournament

Category 9b, budget of \$20,000 or more

Award of Merit
Sullivan-St. Clair Marketing/Public Relations
The Mitchell Company's Legacy Village at Spring Hill Grand
Opening

Award of Excellence
Bobby King Associates, Inc.
Elvis Presley Festival & 50th Anniversary Recreation

RESEARCH

Category 10c, total research program

Award of Merit
LSU Office of Public Affairs
LSU's Undergraduate Recruiting Market Research

Award of Excellence
Jackson County Board of Supervisors
Jackson County Research Project

MEASUREMENT

Category 11

Award of Excellence
White-Spinner Construction Inc.
White-Spinner Construction, Inc. Editorial Media Measurement

PUBLIC RELATIONS PROJECTS

Categories 12-25

ANNUAL REPORT

Category 12a, budget under \$5,000

Award of Merit
Tuscaloosa County Park and Recreation Authority
Tuscaloosa County Park and Recreation Authority

Continued on next page

Award of Excellence
Singing River Electric
Singing River Electric Power Association – 2006 Annual Report

Category 12b, budget of \$5,000 to 10,000

Lantern Award
East Mississippi Electric Power Association
Your Light in the Storm: East Mississippi Electric Power Association's 1st Annual Report

Lantern Award
Civil Air Patrol
2006 Civil Air Patrol Annual Report to Congress

Award of Merit
BREC
BREC's 2006 Annual Report

Award of Merit
Coast Electric Power Association
Annual Report

Category 12c, budget of \$10,000 or more

Lantern Award
Blue Cross and Blue Shield of Louisiana
2005 Annual Report

Award of Merit
Huntsville Utilities
Helping to Shape Your Future

PUBLICATIONS

Categories 13c, internal newsletter

Award of Excellence
The Cirlot Agency
BeansTalk

Award of Excellence
Coast Electric Power Association
Hotlines

Category 13d, external newsletter

Award of Excellence
The KARD Group
Brite News

Award of Excellence
Louisiana Lottery Corporation
The Exchange- Louisiana Lottery's Retailer Publication

SPECIAL PURPOSE PUBLICATIONS

Category 14a, invitations

Lantern Award
MightyPenguin Design
PRAM-Pine Belt Meeting Invitations & Reminders

Lantern Award
Sullivan-St.Clair Marketing/Public Relations
The Mitchell Company's Legacy Village Grand Opening Invitation

Award of Merit
Mississippi State Hospital
Mississippi State Hospital 2006 Independence Day
Invitation

Award of Merit
The Cirlot Agency
My South

Category 14c, other single-issue publications

Lantern Award
White-Spinner Construction Inc.
White-Spinner Construction, Inc. Crisis Card

Lantern Award
Sides & Associates
Iberia Parish/Vermilion Parish Emergency Guide

Lantern Award
Mann & Associates
Project CLEAR Voice Flyers

Award of Merit
Huntsville Utilities
Your Award Winning Water

Award of Merit
GodwinGroup
State Farm Newspaper Insert

Award of Excellence
Auburn University College of Education
College of Education 2007 Keystone Magazine

Award of Excellence
Cunningham Group
Church of the Ascension Parish Profile

DIRECT MAIL
Category 15a, print

Award of Merit
GodwinGroup
First South Farm Credit Campaign

PROMOTIONAL BROCHURE OR FOLDER

Category 16a, budget under \$5,000
Award of Merit
Guild Hardy Architects PA
What makes the office of Guild Hardy Architects LEED certified?
brochure

Award of Merit
Singing River Electric
Singing River Electric Power Association – "The Power of
Preparation" Hurricane Guide

Award of Merit
Louisiana TIMED Managers (LTM)
TIMED 2 Drive Safe brochure

Category 16b, budget of \$5,000 to \$10,000

Award of Merit
GodwinGroup
HORNE LLP Recruiting Brochure

Award of Merit
Coast Electric Power Association
Member Handbook

Award of Merit
Singing River Electric
Singing River Electric Power Association – Cooperative
Membership Guide

Award of Excellence
Jackson Convention & Visitors Bureau
Jackson, Mississippi, Blues Brochure

Award of Excellence
The Mississippi Bar
The Mississippi Bar Convention Brochure

Award of Excellence
Louisiana Lottery Corporation
Louisiana Lottery Retailer Recruitment Brochure

Category 16c, budget of \$10,000 or more

Award of Merit
The Cirlot Agency
Heilman, Kennedy & Graham Brochure

Award of Merit
Cunningham Group
Woodland Creek View Book

Award of Excellence
Alabama Bureau of Tourism and Travel
The Year of Alabama Arts
ORGANIZATIONAL IDENTITY
Category 17a, logo design
Lantern Award
Alabama Bureau of Tourism and Travel
The Year of Alabama Arts

Lantern Award
White-Spinner Construction Inc.
White-Spinner Construction, Inc. Logo

Award of Merit
The Cirlot Agency
St. Richard Logo

Award of Merit
Office of Agricultural Communication, Mississippi State
University
Mississippi Women in Agriculture

Award of Merit
South Mississippi Electric Power Association
South Mississippi Electric Logo

Award of Excellence
GodwinGroup
Jackson Place Logo

Award of Excellence
FlipFlopFoto
FlipFlopFoto Logo Design

Award of Excellence
City of Moss Point
City of Moss Point Logo & Collateral Pieces

Award of Excellence
LSU Office of Public Affairs
LSU Logo Design

Category 17b, letterhead or business cards

Lantern Award
White-Spinner Construction Inc.
White-Spinner Construction, Inc. Business Papers

Award of Excellence
FlipFlopFoto
FlipFlopFoto Business Card & Letterhead

Category 17c, signage

Lantern Award
White-Spinner Construction Inc.
White-Spinner Construction, Inc. Sign Program

Award of Merit
Helios Design Group
Haley Barbour Campaign Yard Sign

Award of Merit
Guild Hardy Architects PA
What is LEED? lobby display for the office of Guild Hardy
Architects

Category 17d, promotional products

Award of Excellence
The Cirlot Agency
The Mississippi Bar "A Legacy of Service"

Category 17e, institutional/image advertising

Lantern Award
Auburn-Opelika Tourism Bureau
Alter your perceptions campaign

Lantern Award
Sides & Associates
Healthcare to the HIGHEST Power.™

Continued on next page

Award of Merit
Cunningham Group
Alabama Forestry Association
Award of Merit
Mann & Associates
Don't Burn On Windy Days Outdoor

Award of Excellence
The Cirlot Agency
St. Dominic's "Compassion, Our Passion"

Award of Excellence
The Cirlot Agency
St. Richard Campaign

Category 17f, identity standards manual

Lantern Award
White-Spinner Construction Inc.
White-Spinner Construction, Inc. Identity Standards Manual

Award of Excellence
LSU Office of Public Affairs
LSU Visual Identity Program

MEDIA/PRESS KIT

Category 18a, print

Award of Merit
Sullivan-St.Clair Marketing/Public Relations
Brookwood Medical Center's 'Hello Life' Media Kit

Award of Merit
Sullivan-St.Clair Marketing/Public Relations
Gulf Coast Cancer Center Puzzle Media Kit

WRITING FOR PUBLIC RELATIONS

Category 19a, opinion/editorial

Lantern Award
MS Department of Mental Health
What a Difference a Friend Makes

Award of Merit
Montgomery County Commission
Community must put its children first

Category 19b, feature story

Lantern Award
The KARD Group
TCC's Information Center

Lantern Award
Jackson Convention & Visitors Bureau
Backyard Vacations

Lantern Award
White-Spinner Construction Inc.
White-Spinner Construction, Inc. Battle House Feature Story

Award of Merit
Air Force Enlisted Village
The Art of Living: Biruta LaCelle

Award of Merit
Civil Air Patrol National Headquarters
CAPital School Program

Award of Merit
4-County Electric Power Association
Sweet Home Mississippi!

Award of Merit
Air Force Enlisted Village
Thunderbirds Visit Hawthorn House

Award of Merit
Civil Air Patrol National Headquarters
Search And Rescue

Award of Merit
Civil Air Patrol National Headquarters
Puerto Rico Cadet

Award of Excellence
Civil Air Patrol National Headquarters
ELT Searches

Category 19d, news release

Award of Merit
Tuscaloosa County Park and Recreation Authority
Tuscaloosa County Park & Recreation Authority Ol' Colony
Clubhouse Grand Opening

Award of Merit
Alabama Bureau of Tourism and Travel
The Year of Alabama Arts

Award of Excellence
Mississippi State Hospital
Dogs Bring Joy To MSH Patients, Nursing Home Residents

Award of Excellence
Mississippi State Hospital
MSH Patients, Residents Enjoy the Thrill of the Game

Category 19g, other

Lantern Award
The KARD Group
Being Brite donor profile series

BROADCAST PRODUCTION

Category 20d, external video

Award of Merit
The Cirlot Agency
St. Dominic's "Compassion, Our Passion"

Award of Excellence
Creative Video Productions
Louisiana Virtual School

Category 20f, PSA video

Award of Merit
MS Department of Mental Health
What a Difference a Friend Makes

Award of Merit
Mississippi State Hospital
2007 Farmer Jim Neal Golf Tournament PSA

Award of Excellence
Mann & Associates
Be Ready

WEB SITE DEVELOPMENT

Category 21a, Internet

Award of Merit
Mississippi Blood Services
Mississippi Blood Services Web Site

Award of Merit
Guild Hardy Architects PA
New Website of Guild Hardy Architects

Award of Merit
Blue Cross and Blue Shield of Louisiana
www.Louisiana2Step.com Website Development

Award of Merit
Louisiana TIMED Managers (LTM)
www.timedla.com: TIMED Program Web Site

Award of Excellence
Blue Cross and Blue Shield of Louisiana
www.bcbsla.com Website Development

Award of Excellence
East Mississippi Electric Power Association
EMEPA.COM - Official Web Site of East Mississippi Electric Power Association

INTERACTIVE MEDIA

Category 22d, other

Lantern Award
East Mississippi Electric Power Association
East Mississippi Electric Power Association's Interactive Power Restoration Model

PRESENTATIONS

Category 23

Award of Merit
LWCC
Louisiana: State of Recovery

POTPOURRI

Category 25

Lantern Award
Mann & Associates
Secondhand Smoke Kills Posters

Award of Excellence
The Cirlot Agency
Mississippi, Believe It! PSAs



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