

SENIOR PRACTITIONERS

The Senior Practitioner designation was established to honor SPRF members who are recognized by their peers as veteran public relations professionals with high ethical standing. Nomination and selection are made by their local chapter based on criteria set by the Federation. Each chapter can nominate up to two members per year for recognition as Senior Practitioners at the annual SPRF conference. To receive the designation “Senior Practitioner,” a recipient must qualify in three of the four criteria.

- **15 YEARS OF FULL-TIME PUBLIC RELATIONS EXPERIENCE**
- **ACCREDITATION BY A UAB 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 A SIMILAR HONOR**

2026 SENIOR PRACTITIONERS

Erin Coggins, PRCA

Sara Custer, PRCA

Shane Dorrill, PRCA

Allison Duke, PRCA

Amanda Guillot, PRAL

Rebecca Todd Minder, PRCA

Wendy Reeves, PRCA

Sophie McNeil Wolf, APR, PRAM

YOUNG PRACTITIONERS

The Young Practitioner designation was established to honor SPRF members who are recognized by their peers as junior public relations professionals with high ethical standing. SPRF member organizations (ECPRO, PRAL, PRAM, and PRCA) can name up to one member each year to be recognized as the Junior Practitioner at the annual SPRF conference. Nomination and selection are made by local chapters based on criteria set by the Federation. Those recognized receive a framed certificate. To receive the designation “Distinguished Young Practitioner,” a recipient must qualify in three of the four criteria.

- **MINIMUM OF THREE YEARS; MAXIMUM OF TEN YEARS OF PUBLIC RELATIONS EXPERIENCE**
- **ACCREDITATION BY A UAB MEMBER ORGANIZATION OR THE CERTIFICATE IN PRINCIPLES OF PUBLIC RELATIONS**
- **EVIDENCE OF ACTIVE PARTICIPATION AT THE CHAPTER, STATE, OR SPRF LEVEL**
- **RECOGNITION OF PROFESSIONALISM AS EVIDENCED BY A PROFESSIONAL AWARD SUCH AS LANTERN AWARDS OR A SIMILAR HONOR**

2026 YOUNG PRACTITIONERS

Christian Baker, PRCA

Savannah Taunton, PRCA

Ashley Williams, PRCA

