

2021 PRAM PRism Awards Full Winners' List



BEST OF WINNERS

Best of Show

T1: Long Term // Community Relations & Public Service
Mississippi Connects Communication Campaign
Mississippi Department of Education
Office of Communications and Government Relations

Best of Tier 2

T2: Short Term // Reputation, Issues & Brand Management
Flight Path 2020
The University of Southern Mississippi
Office of University Communications

Best of Tier 3

T3: Materials // Graphics
Mississippi Connects Logo
Mississippi Department of Education
Office of Communications and Government Relations

TIER ONE: Long-Term Programs

T1: Long Term // Community Relations & Public Service

Certificate of Merit
Being Counted Matters: Mississippi Promotion of the U.S. Census 2020
Mississippi State University Extension Service
Agricultural Communications
Mississippi U.S. Census 2020 Promotion Team

PRism Award

Mississippi Connects Communication Campaign
Mississippi Department of Education
Office of Communications and Government Relations

T1: Long Term // Crisis Communications

Certificate of Merit
Be A Hero: Protect Your People from COVID-19 Campaign
Mississippi State University Extension Service
Agricultural Communications
Be A Hero Campaign Team

Certificate of Merit

Handcuffs on the Head Honcho
Mississippi Department of Human Services

Tier 1: Long Term // Integrated Communications

Award of Excellence
Farm Families of Mississippi 2020 Agriculture Image Campaign
Farm Families of Mississippi
Jon Kalahar, Alex Lowery, & Karen Miller

T1: Long Term // Internal Communications

Certificate of Merit
Employee Engagement Survey
Ingalls Shipbuilding
Communications team



Public Relations Association of Mississippi

pramonline.org

T1: Long Term // Marketing

Certificate of Merit
"Where's Waverly?" Video Series
Mississippi Department of Transportation
Waverly McCarthy, Drew Hall

T1: Long Term // Public Affairs

Certificate of Merit
Narrative12: CPU's Bright Future Initiative
Narrative 12
Clarksdale Public Utilities
Checky Herrington

T1: Long Term // Reputation, Issues & Brand Management

Certificate of Merit
Sanitation Plus
Jessica Breazeale Consulting

T1: Long Term // Potpourri

Certificate of Merit
Voices from the Flood
Office of Agricultural Communications

Certificate of Merit
MyTupelo Sports Incentive Program
Tupelo CVB

Award of Excellence
Tupelo 150
Tupelo CVB
Socius Design and Marketing

Award of Excellence
Continuous Connections: Powering Life Thru a Pandemic
Entergy
Continuous Connections
Corporate Communications

TIER TWO: Short-Term Programs

T2: Short Term // Community Relations & Public Service

Award of Excellence
Advocacy & Adoption: A New Flag For Mississippi
Godwin
Mississippi Economic Council
Mississippi Department of Archives & History

PRism Award
Narrative12: 30 Seconds Can Save a Lifetime
Narrative12
Mississippi Association of School Superintendents
Checky Herrington

T2: Short Term // Crisis Communications

Certificate of Merit
Dixie Electric: Four Tornadoes and One Pandemic
Dixie Electric Power Association
Lydia Walters, Amanda Mills, Pollyanna Magee, Randy Smith



Certificate of Merit
2020 Pandemic Hurricane Season
Entergy Corporation
Communications Department

Certificate of Merit
Why I Wear A Mask
Office of Agricultural Communications
Ellen Graves, Michaela Parker

T2: Short Term // Integrated Communications

Award of Excellence
Center for Community Engaged-Learning: Annual Publication & Social Media Management
Carly Pippin, Lauren Lucas, Charlotte Corr, John Nix Arledge, & Terri Hernandez
MSU PRISM: Department of Communication

PRism Award
Turfgrass Research Field Day
Extension Office of Ag Communications
Leah Barbour, Michaela Parker, Tim Allison, Brian Utley,
Bonnie Coblentz, Ellen Graves, Steph Lau

T2: Short Term // Marketing

Certificate of Merit
MyTupelo Meetings Direct Mail Campaign
Tupelo CVB

Certificate of Merit
East Mississippi Connect Launch
East Mississippi Connect
Julie Boles, APR

Award of Excellence
MSU's Winter Express 2020 Marketing Campaign
Mississippi State University
Office of Public Affairs

Award of Excellence
MSU Summer Advantage 2020 Marketing Campaign
Mississippi State University
Office of Public Affairs

Award of Excellence
United Way of Northeast MS: Bring It Home
United Way of Northeast Mississippi
Robin McKinney

T2: Short Term // Media Relations

Certificate of Merit
Virtual Paint & Sip Event
Tupelo CVB
TURNER

T2: Short Term // Reputation, Issues & Brand Management

Certificate of Merit
United Way of Northeast MS: Voices From Home
United Way of Northeast Mississippi
Robin McKinney



PRism Award
Flight Path 2020
The University of Southern Mississippi
Office of University Communications



T2: Short Term // Special Events

Certificate of Merit
Mayor's Music Series
Tupelo CVB
City of Tupelo Mayor's Office

T2: Short Term // Potpourri

Award of Excellence
Planning During a Pandemic Event Planner Boxes
Tupelo CVB

TIER THREE: Tactical Materials

T3: Materials // Advertising & Publications

Certificate of Merit
Liquid Creative Children's Advocacy Centers of MS 2018/2019 Annual Report
Liquid Creative
Children's Advocacy Centers of Mississippi

Certificate of Merit
Online Internal Newsletter Redesign
Singing River Electric
Lorri Freeman, APR; Amanda Parker; Kevin Wood

Certificate of Merit
The Anchor Q4
Ingalls Shipbuilding
Kimberly Nastasi, Director, Communications
Erinn Carty, Designer and Editor, Communications

Award of Excellence
Nexus Magazine, Spring 2020
NSPARC
Laura McPhail, Dominique Lewis, Femi Sobayo, Annie Price, Mariah Stevens, Drew Gardner

PRism Award
Superintendent's Annual Report
Mississippi Department of Education
Office of Communications and Government Relations

T3: Materials // Audio & Video

Certificate of Merit
MSU's Bachelor of Applied Science Degree Commercial
Mississippi State University
Office of Public Affairs

Certificate of Merit
MSU Summer Advantage 2020 Commercial
Mississippi State University
Office of Public Affairs

Certificate of Merit
Jones Walker Home Team Video
Jones Walker LLP
Marketing and Client Development Team



Certificate of Merit
Continuous Connections: Powering Life Thru a Pandemic Video Series
Entergy
Continuous Connections Video Series
Corporate Communications

Certificate of Merit
Tupelo 150 Video Series
Tupelo CVB
Socius Design & Marketing
S. Robards Media Group

Award of Excellence
The Table: Virtual Call Series
Feeding the Gulf Coast

T3: Materials // Digital

Certificate of Merit
Strong Readers Strong Leaders Mississippi Website
Mississippi Department of Education
Office of Communications and Government Relations

Certificate of Merit
Farm Families of Mississippi Website
Mississippi Farm Bureau Federation
Alex Lowery, Jon Kalahar & Karen Miller

Award of Excellence
John C. Stennis Center for Public Service Website Renewal
Marisa Laudadio, Madeline Burdine, Anna Owens, Amelia Henson & Terri Hernandez
MSU PRISM: Department of Communication

PRism Award
Narrative12: Starkville Utilities Website
Narrative12
Starkville Utilities
Checky Herrington

T3: Materials // Graphics

Award of Excellence
Four Tornadoes Strike - Storytelling through a Timeline
Dixie Electric Power Association
Lydia Walters, Amanda Mills, Pollyanna Magee, Chad Calcote, Elissa Fulton

PRism Award
Mississippi Connects Logo
Mississippi Department of Education
Office of Communications and Government Relations

T3: Materials // Social Media Management

Certificate of Merit
Mercedes-Benz of Tuscaloosa: "The MBT Experience" Social Media Campaign
Mckinsy Harris, Bailey Sennett, Majesty Henry & Terri Hernandez
MSU PRISM: Department of Communication

Certificate of Merit
2020 Pandemic Hurricane Season - Social Response
Entergy Corporation
Communications Department
Social Media Team



Certificate of Merit
MBT Social Media Campaign - "The People Behind the Brand"
Baylee Hill, Olivia Micer, Mary Nielson Clinton, Majesty Henry, and Anna Blount
MSU PRISM, Department of Communication



PRism Award
Narrative12: MCEF's Trade Up Campaign
Narrative12
Mississippi Construction Education Foundation
Checky Herrington

T3: Materials // Writing

Certificate of Merit
Chautauqua Lecture: What Has Worked in Reforming Mississippi's Education System
Mississippi Department of Education
Office of Communications and Government Relations

Certificate of Merit
Mental Health Concerns for Farmers Increases with COVID-19 Pandemic Story
Mississippi Farm Bureau Federation
Alex Lowery

Award of Excellence
Charlie Elam Keeps Giving Through Organ Donation
Entergy Mississippi
Leyla Goodsell, Mara Hartmann, APR, Joey Lee

Award of Excellence
Bringing Home the Benjamins: Economic Impact of Mississippi Community Colleges
NSPARC
Laura McPhail

Award of Excellence
Help is on the Way
NSPARC
Dominique Lewis

STUDENT AWARDS

Student Campaigns

Student Certificate of Merit
EQUAL PAY TODAY
Karsyn Sloane King
University of Mississippi

Student Award of Excellence
Know Your Rights
Elliott Parker Klass
University of Mississippi

Student Award of Excellence
The Power of Pets
Addison Mathis
University of Mississippi

