

PRAM

Public Relations Association of Mississippi

WELCOME

2023 PRISM AWARDS

THE KING SPONSORS



TCB SPONSORS

Jacqueline
Savoy
PHOTOGRAPHY



BLUE SUEDE SPONSORS

The logo for the Southern Public Relations Federation (SPRF) features the letters 'SPRF' in a bold, sans-serif font. The 'S' and 'F' are green, while the 'P' and 'R' are blue.

SOUTHERN PUBLIC RELATIONS FEDERATION

The logo for the Public Relations Association of Mississippi (PRAM) features the letters 'PRAM' in a large, black, serif font.

Public Relations Association of Mississippi

NORTHEAST CHAPTER

The logo for the Public Relations Association of Mississippi (PRAM) features the letters 'PRAM' in a large, blue, serif font.

Public Relations Association of Mississippi
CENTRAL CHAPTER

Your Friends
for Life.



SOUTHERN FARM BUREAU
LIFE INSURANCE COMPANY



MISSISSIPPI STATE UNIVERSITY™
DEPARTMENT OF COMMUNICATION

GUMTREE SPONSORS



**Public Relations Association of Mississippi
Starkville/Mississippi State University Chapter**

THE KING SPONSOR



Volunteer
Mississippi

MISSISSIPPI COMMISSION FOR VOLUNTEER SERVICE

**CONFERENCE
ON
RECOGNITION**

PAST

PRESIDENT

RECOGNITIO

N

PAST PRAM PRESIDENT



**AMANDA
PARKER**

Public Relations
Specialist *ELECTRIC COOPERATIVE*



Amanda Parker
PRAM State President
2022

Handwritten signature

CONFEREN

CE

RECOGNITION



Robin McKinney
PRAM State Conference Chair
"All Shook Up"
2023

Handwritten signature

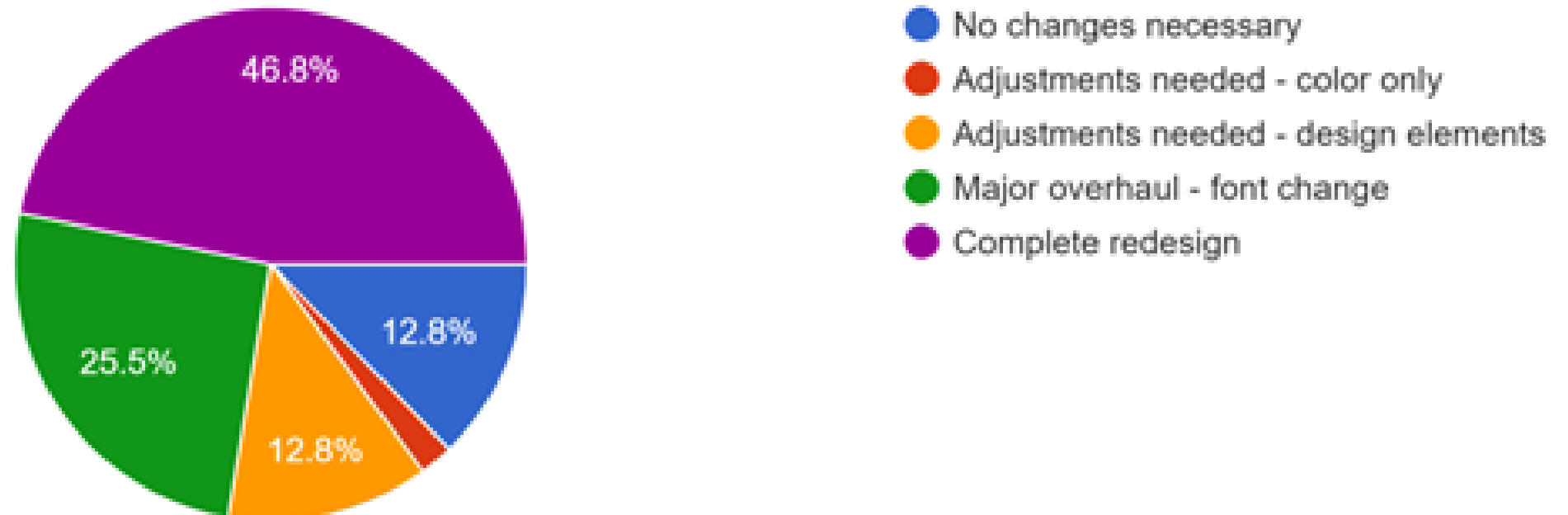
PRAM LOGO REFRESH

PRAM

Public Relations Association of Mississippi



The current PRAM logo is shown here alongside the logos of its fellow partner organizations. Based on the present environment, what changes, if any, are needed?





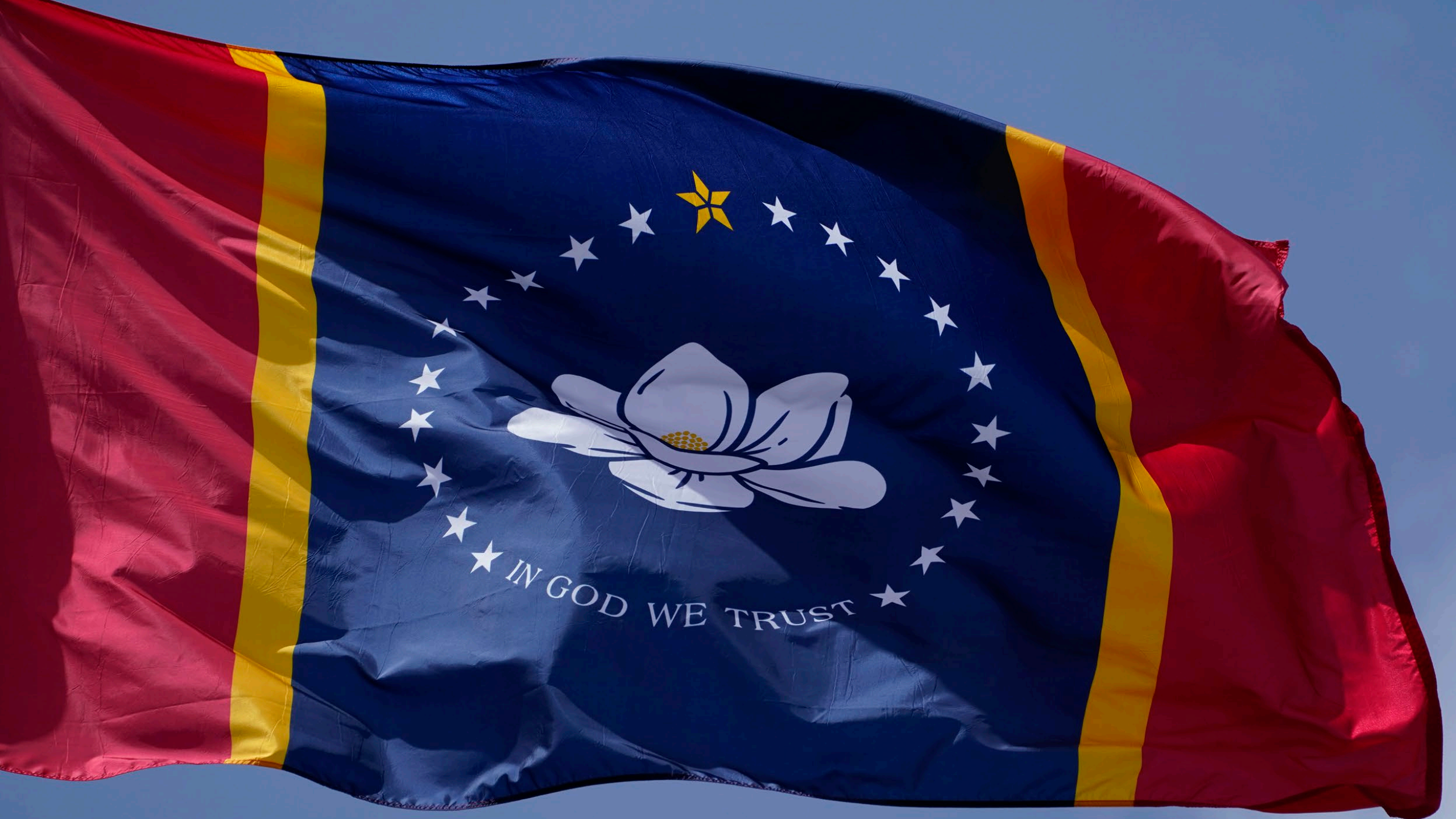
Public Relations Association of Mississippi
CENTRAL CHAPTER



Public Relations Association of Mississippi
NORTHEAST CHAPTER



Public Relations Association of Mississippi
Starkville/Mississippi State University Chapter



IN GOD WE TRUST

CRITERIA

1. The design must be created by and credited to a current PRAM member in good standing.
2. An individual may submit no more than two designs for consideration.
3. A shade of blue will be the primary color. Only one secondary color is allowed.
4. The logo must include a cohesive visual sub-brand hierarchy providing a uniform identity for each chapter.
5. Designs must be submitted through the online form at pramonline.org no later than July 14, 2023

REWARD

The designer of the chosen logo will receive their choice of a \$1,000 grant, or a \$1,500 sponsorship of the 2024 PRAM Conference when their design will be unveiled.

GET CREATIVE

visit pramonline.org/logoredesign

for these criteria and a creative brief

RECOGNITIO

N



ACCREDITATION IN PUBLIC RELATIONS



MATT MARTIN,
APR *OWNER,*
MIGHTY PENGUIN DESIGN

RECOGNITIO

N

PROFESSIONAL ACHIEVEMENT AWARD

PRIOR PRAM PAA WINNERS

- 2022: **Matt Martin, APR*** – Pine Belt
2021: **Tracy Yanez, APR*** – Mississippi Beach
2020: **Christen Duhé, APR** – Mississippi Beach
2019: **Checky Herrington, APR, PRSA Fellow*** – Starkville/MSU
2018: **Christian Patterson, APR+M*** – Central
2017: **April Lollar, APR** – Mississippi Beach
2016: **Samantha McCain, APR** – Pine Belt
2015: **Mara Hartmann, APR** – Central
2014: **Robin Street, APR*** – Oxford/Ole Miss
2013: **Mary Cracchiolo Spain, APR*** – Mississippi Beach

*Denotes also winning SPRF PAA

PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



**CORIE
JONES**



**CHRISTIE
LAWRENCE, MS**

PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



VISIONS 11

Expanding Visions

'A Passion For Excellence'

Best-Selling Author Nancy Austin Headlines Development Seminar

OUTSTANDING ALUM—Lisa Cirlot-Looser, left, president of The Cirlot Agency, was presented the first Young Alum of the Year Award. With Mrs. Cirlot-Looser is Christie Jones, president of the MUW Young Alum Association.

Cirlot-Looser Wins Young Alum Award

The president of an award-winning advertising agency in Jackson is the recipient of the first Young Alum of the Year Award.

Best-selling author Nancy Austin shared her "passion for excellence" with the more than 200 people who crowded into Poindexter Auditorium Nov. 11 for the keynote speech in "Expanding Visions," a professional development seminar sponsored by the Mississippi University for Women Young Alum Association and Deposit Guaranty National Bank.

Ms. Austin's talk was peppered with "common-sense advice" for people seeking to move up the career ladder.

"If there is one word that matters more to people interested in building careers now than it ever did before, it's this marvelous idea of 'hustle,'" said the coauthor of the best-selling book, *A Passion for Excellence: The Leadership Difference*.

"Adding value, adding quality and adding information is not enough. You also have to be pretty quick. You don't have time to perfect your plan most of the time and, at most of the companies I've been spending time with lately, people are hungry for

SPREADING THE WORD—Young Alums president Christie Jones, right, presents an MUW sweatshirt to Nancy Austin.

ability and the willingness to accelerate the failure rate." Accelerating the failure rate, she said, is the "only way to accelerate the success rate. My experience, in being with professional women in particular, is that this is very, very tough. It's hard for Austin shared this piece of advice: "You know what your No. 1 management responsibility is?" she asked. "It is to nurture and to support the champions, the passionate champions, all around you..." She told her audience about three different forms of

PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



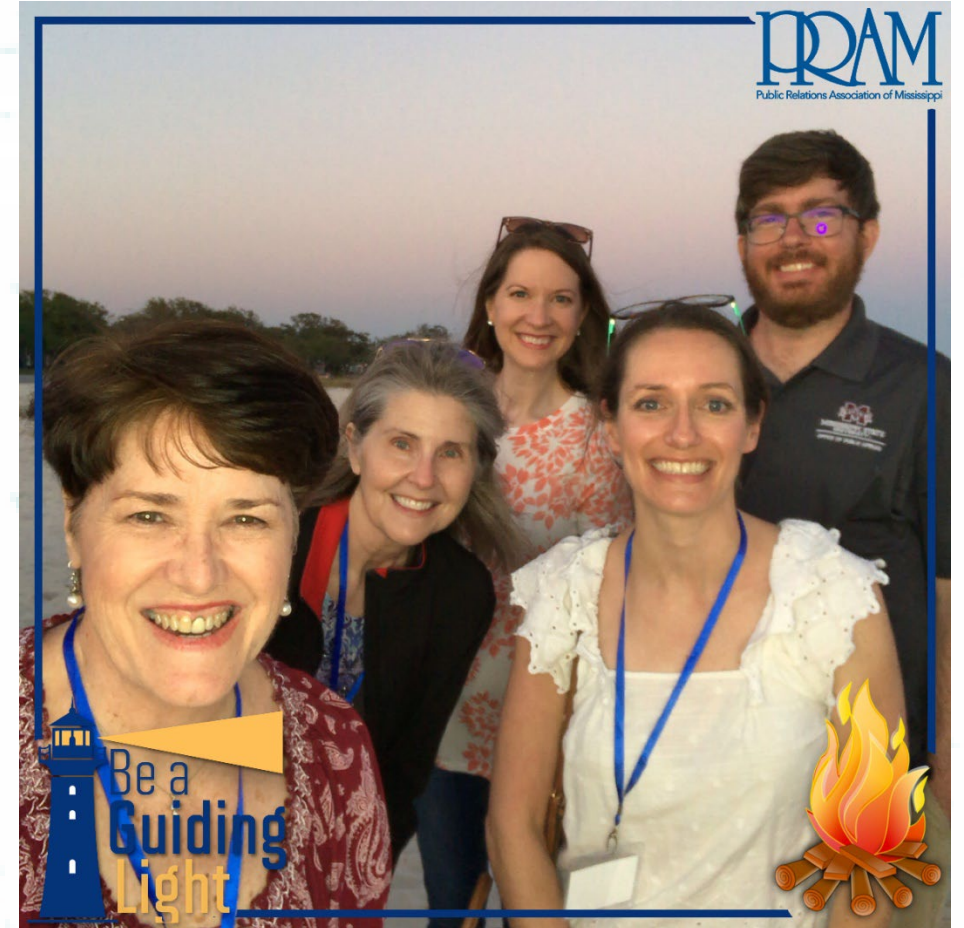
PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



Public Relations Association of Mississippi

Yesterday at 10:31 AM · 🌐



Next session is with Christie Jones Lawrence, "Leading Through Crisis" and Sophie McNeil Wolf, "Hindsight is 20/20."



PROFESSIONAL ACHIEVEMENT AWARD NOMINEES



PROFESSIONAL ACHIEVEMENT AWARD
CHRISTIE LAWRENCE, MS



WELCOME

2023 PRISM AWARDS

RECOGNIZING EXCELLENCE

*The Public Relations Association of Mississippi
(PRAM) recognizes outstanding work in the field
of public relations with the PRism Awards.*

RECOGNIZING EXCELLENCE

After the PRism Awards, we encourage participants to take the judges critiques and submit your entry in the regional Lantern Awards. Both of these programs celebrate public relations achievement across the Southeast United States.

JUDGES' CRITERIA

Entries are judged against a rubric - not against other submissions. Judges evaluate the Research, Planning, Implementation, Evaluation and overall Creativity from the documentation and work provided.

AWARD SCORING

Averaged scores of 70-79 receive a

Certificate of Merit.

Scores of 80-89 receive an

Award of Excellence.

Top scores of 90-100 receive a

PRISM Award.

Best of Tier and Best of Show

THE KING SPONSOR





**BRANDON
BENNETT**
EMCEE

**TIER ONE: LONG
TERM PROGRAMS
& CAMPAIGNS
(7+ MONTHS)**

REPUTATION, ISSUES AND BRAND MANAGEMENT

**AWARD OF
EXCELLENCE**



UNDER CONSTRUCTION!
DEVELOPING OUR FAMOUS HOME TOWN'S ONLINE PRESENCE

CITY OF LAUREL

AWARD OF EXCELLENCE

*UNDER CONSTRUCTION!
DEVELOPING OUR FAMOUS
HOME TOWN'S ONLINE
PRESENCE*

City of Laurel

Kathryn Romero, APR

**AWARD OF
EXCELLENCE**



AWARD OF EXCELLENCE

*VISIT RIDGELAND 2022
INDUSTRY OUTREACH
ADVOCACY CAMPAIGN*

Visit Ridgeland

Foster Relations, Inc

CERTIFICATE OF MERIT



CERTIFICATE OF MERIT

*MSU COLLEGE OF ARTS &
SCIENCES: 2022 ACADEMIC
YEAR BRANDING*


MSU CAS

Communication Team

Karyn Brown, Sam Kealhofer, Kelli
Anthony, and Sarah Nicholas

PRISM AWARD

HEY VOLS, ARE YOU ALL IN?
CHOOSE
TO BE ALL IN!



“Improving Donor & Community Relations Through a Targeted Fundraising Campaign”
Kelli Anthony & Karyn Brown

PRISM AWARD

IMPROVING DONOR & COMMUNITY RELATIONS THROUGH A TARGETED FUNDRAISING CAMPAIGN

Starkville Academy

Kelli Anthony & Karyn Brown

**TIER ONE: LONG
TERM PROGRAMS
& CAMPAIGNS
(7+ MONTHS)**

SPECIAL EVENTS

PRISM AWARD



PRISM AWARD

ART, WINE & WHEELS

Visit Ridgeland

Foster Relations, Inc

**TIER TWO: SHORT
TERM PROGRAMS
& CAMPAIGNS
(0-6 MONTHS)**

COMMUNITY RELATIONS & PUBLIC SERVICE

**AWARD OF
EXCELLENCE**



AWARD OF EXCELLENCE

*ACCOUNTABILITY GRADES
COMMUNICATION CAMPAIGN*

**Mississippi Department
of Education**

Office of Communication and
Government Relations

**TIER TWO: SHORT
TERM PROGRAMS
& CAMPAIGNS
(0-6 MONTHS)**

CRISIS COMMUNICATION

PRISM AWARD

[Click here](#) for ways to help during the Jackson water crisis.



INDIVIDUALS COMMUNITIES ADVISORS NONPROFITS

LOGIN DONATE

ABOUT STORIES OF COMMUNITY WORK WITH US OUR IMPACT CONTACT RESOURCES



Ways To Help: Jackson Water Crisis

Posted on August 30, 2022

Jackson has experienced increased rain and subsequent flooding of the Pearl River, impacting the city. This flooding has exacerbated the city's water issues, causing failures at the O.B. Curtis Water Treatment Plant. The City of Jackson and State of Mississippi, through the Mississippi Emergency Management Agency and Mississippi Department of Health, are working together under several states of emergency to address issues.



PRISM AWARD

CFM JACKSON WATER CRISIS RESPONSE

Community Foundation
for Mississippi

Sophie McNeil Wolf

**TIER TWO: SHORT
TERM PROGRAMS
& CAMPAIGNS
(0-6 MONTHS)**

MEDIA RELATIONS

PRISM AWARD



PRISM AWARD

*HOTEL TUPELO MEDIA
RELATIONS CAMPAIGN*

**Tupelo Convention &
Visitors Bureau**

TURNER Public Relations

**TIER TWO: SHORT
TERM PROGRAMS
& CAMPAIGNS
(0-6 MONTHS)**

REPUTATION, ISSUES AND BRAND MANAGEMENT

CERTIFICATE OF MERIT

**SOUTHERN MISS
PROUD**

**CERTIFICATE
OF MERIT**

SOUTHERN MISS PROUD

**Southern Miss University
Communications**



**TIER THREE: TACTICAL
MATERIALS/PROJECTS**



WRITING

CERTIFICATE OF MERIT



CERTIFICATE OF MERIT

*DIGGING INTO
#FOSSILFRIDAY*

Mississippi Department
of Environmental
Quality

Jan Schaefer

CERTIFICATE OF MERIT

UMMC's STORK Training

Filling the Health Care Gap



CERTIFICATE OF MERIT

*STORK TRAINING CRITICAL
WHEN LIVES OF MOMS,
BABIES IN JEOPARDY*

**University of Mississippi
Medical Center**

Office of Communications and
Marketing

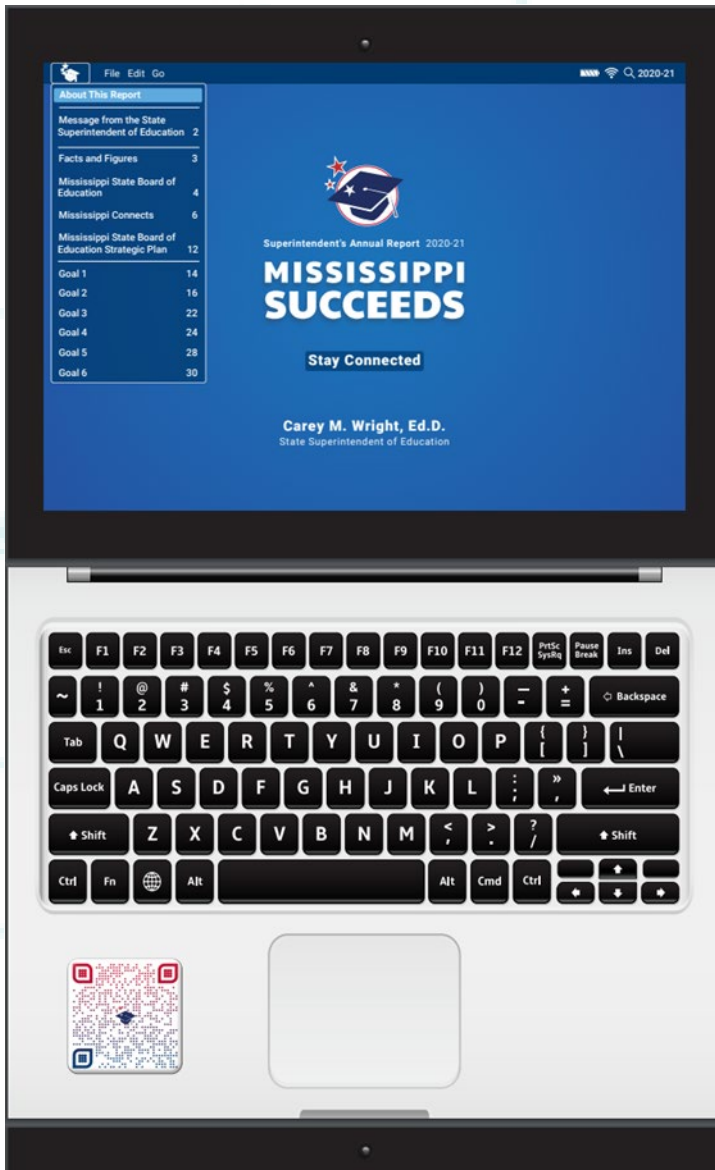


**TIER THREE: TACTICAL
MATERIALS/PROJECTS**



ADVERTISING & PUBLICATIONS

**AWARD OF
EXCELLENCE**



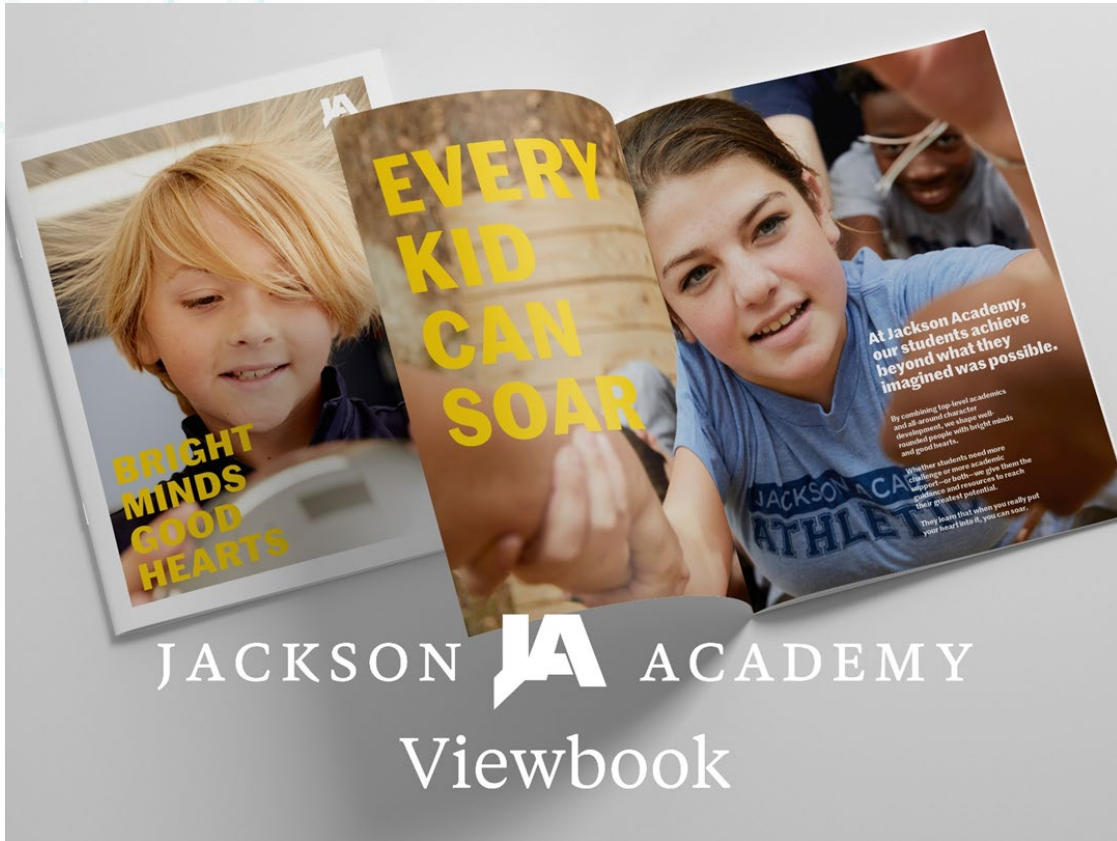
AWARD OF EXCELLENCE

2020-21 SUPERINTENDENT'S ANNUAL REPORT

Mississippi Department of Education

Office of Communication and Government Relations

CERTIFICATE OF MERIT



CERTIFICATE OF MERIT

*BRIGHT MINDS
GOOD HEARTS VIEWBOOK*

Jackson Academy

Marketing & Communication

**AWARD OF
EXCELLENCE**

**AWARD OF
EXCELLENCE**



**AWARD OF
EXCELLENCE**

*2021 CORPORATE
COMMUNICATION
DEPARTMENT
ANNUAL REPORT*

Sanderson Farms

Ashley Rea, Marissa Landon, Lorin
Pugh and Kacey Holifield

CERTIFICATE OF MERIT



CERTIFICATE OF MERIT

*HII'S INGALLS
SHIPBUILDING'S ANCHOR
PUBLICATION*

**HII's Ingalls
Shipbuilding Division**

TIER THREE: TACTICAL MATERIALS/PROJECTS

SOCIAL MEDIA MANAGEMENT

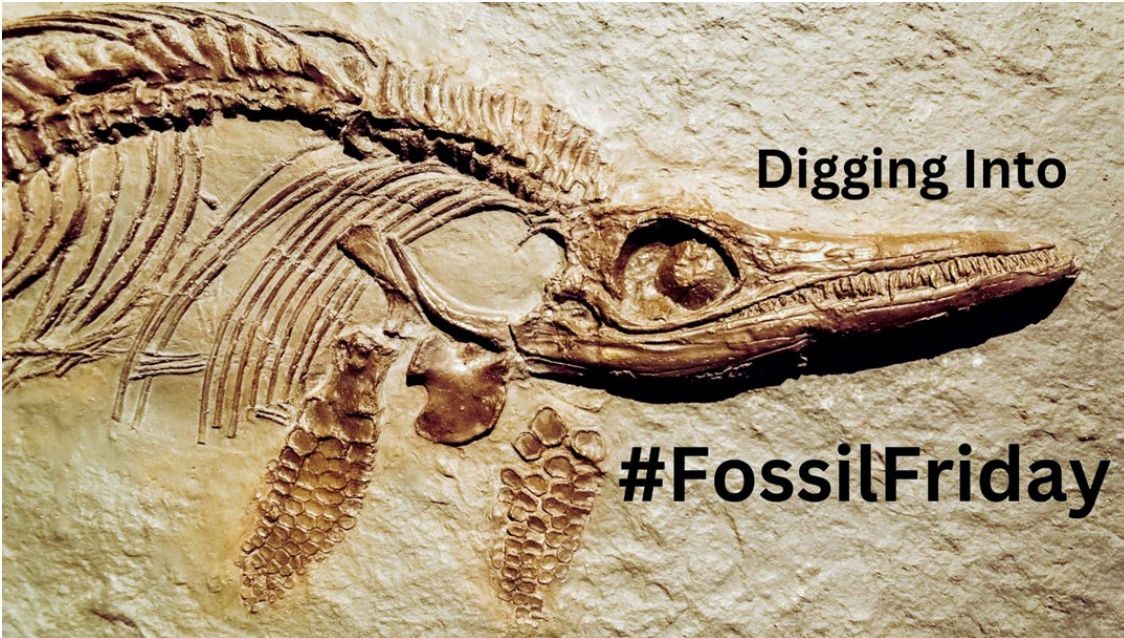
PRISM AWARD

PRISM AWARD

*DIGGING INTO
#FOSSILFRIDAY*

Mississippi Department
of Environmental Quality

Jan Schaefer



**AWARD OF
EXCELLENCE**

MISSISSIPPI
STATE ARTS
CONFERENCE

MAY 12, 2022

9 A.M. – 4 P.M.

**TWO MISSISSIPPI
MUSEUMS IN JACKSON**

222 NORTH STATE ST. JACKSON, MS

HOSTED BY THE
**MISSISSIPPI ARTS
COMMISSION**



**AWARD OF
EXCELLENCE**

*2022 STATE ARTS
CONFERENCE SOCIAL MEDIA
CAMPAIGN*

**Mississippi Arts
Commission**

**Dominique Lewis & Anna Ellis
Ehrgott**



TIER THREE: TACTICAL MATERIALS/PROJECTS



Media Relations

**AWARD OF
EXCELLENCE**



AWARD OF EXCELLENCE

*SANTA CLEARED FOR TRAVEL
PRESS RELEASE*

Mississippi Department
of Transportation



**TIER THREE: TACTICAL
MATERIALS/PROJECTS**

COLLATERAL MATERIAL

CERTIFICATE OF MERIT



**CERTIFICATE
OF MERIT**

*ELVIS' TUPELO DRIVING TOUR
TRANSLATED BROCHURE*

**Tupelo Convention &
Visitors Bureau**

Socius Design & Marketing

TIER THREE: TACTICAL MATERIALS/PROJECTS

DIGITAL

CERTIFICATE OF MERIT



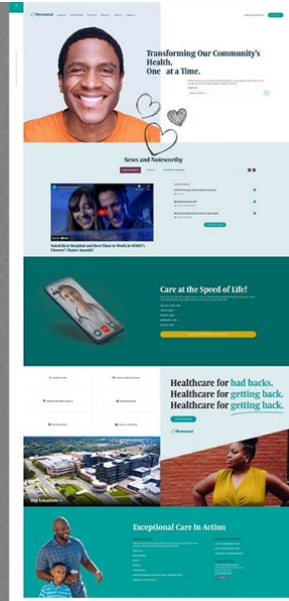
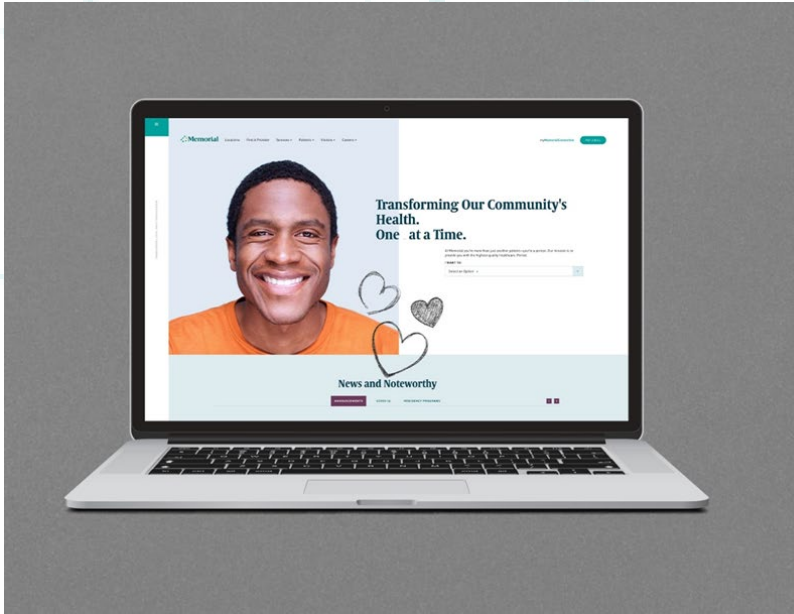
CERTIFICATE OF MERIT

*VOLUNTEER MISSISSIPPI
WEBSITE*

Volunteer Mississippi

Corie Jones

CERTIFICATE OF MERIT



CERTIFICATE OF MERIT

*MEMORIAL HEALTH SYSTEM'S
NEW WEBSITE -
WEAREMEMORIAL.COM*

Memorial Health System

Marketing & Communications
Department

CERTIFICATE OF MERIT



**CERTIFICATE
OF MERIT**

*TUPELO CVB WEBSITE
REDESIGN*

**Tupelo Convention
& Visitors Bureau**

Tempest Interactive Media



TIER THREE: TACTICAL MATERIALS/PROJECTS



AUDIO & VIDEO

**AWARD OF
EXCELLENCE**



AWARD OF EXCELLENCE

*THE BEGINNING-
THE BAPTIST CHILDREN'S
VILLAGE ANNIVERSARY
VIDEO*

**The Baptist Children's
Village**

Cedar Creative- Chrystelle Thames

CERTIFICATE OF MERIT



CERTIFICATE OF MERIT

*MSU'S COLLEGE OF ARTS &
SCIENCES VISION TV 2022*

**MSU CAS
Communication Team**

**Karyn Brown, Sam Kealhofer, Kelli
Anthony, and Sarah Nicholas**

**AWARD OF
EXCELLENCE**



AWARD OF EXCELLENCE

MSU'S COLLEGE OF ARTS & SCIENCES VISION PODCAST 2022

**MSU CAS
Communication Team**

Karyn Brown, Sam Kealhofer, John Burrow, Kelli Anthony, and Sarah Nicholas

**BEST OF
TIER**

**BEST OF TIER TWO:
SHORT TERM PROGRAMS
& CAMPAIGNS
(0-6 MONTHS)**

MEDIA RELATIONS



BEST OF TIER TWO

*WOMEN IN
AGRICULTURE
CAMPAIGN*

Sanderson Farms

**Ashley Rea, Marissa Landon & Lorin
Pugh**



**BEST OF TIER THREE:
TACTICAL
MATERIALS/PROJECTS**



AUDIO & VIDEO



JACKSON **JA** ACADEMY
“You Can Soar” Video

✦ BEST OF TIER THREE ✦

YOU CAN SOAR

Jackson Academy

Marketing & Communication

BEST OF SHOW

**TIER ONE: LONG
TERM PROGRAMS
& CAMPAIGNS
(7+ MONTHS)**

REPUTATION, ISSUES AND BRAND MANAGEMENT

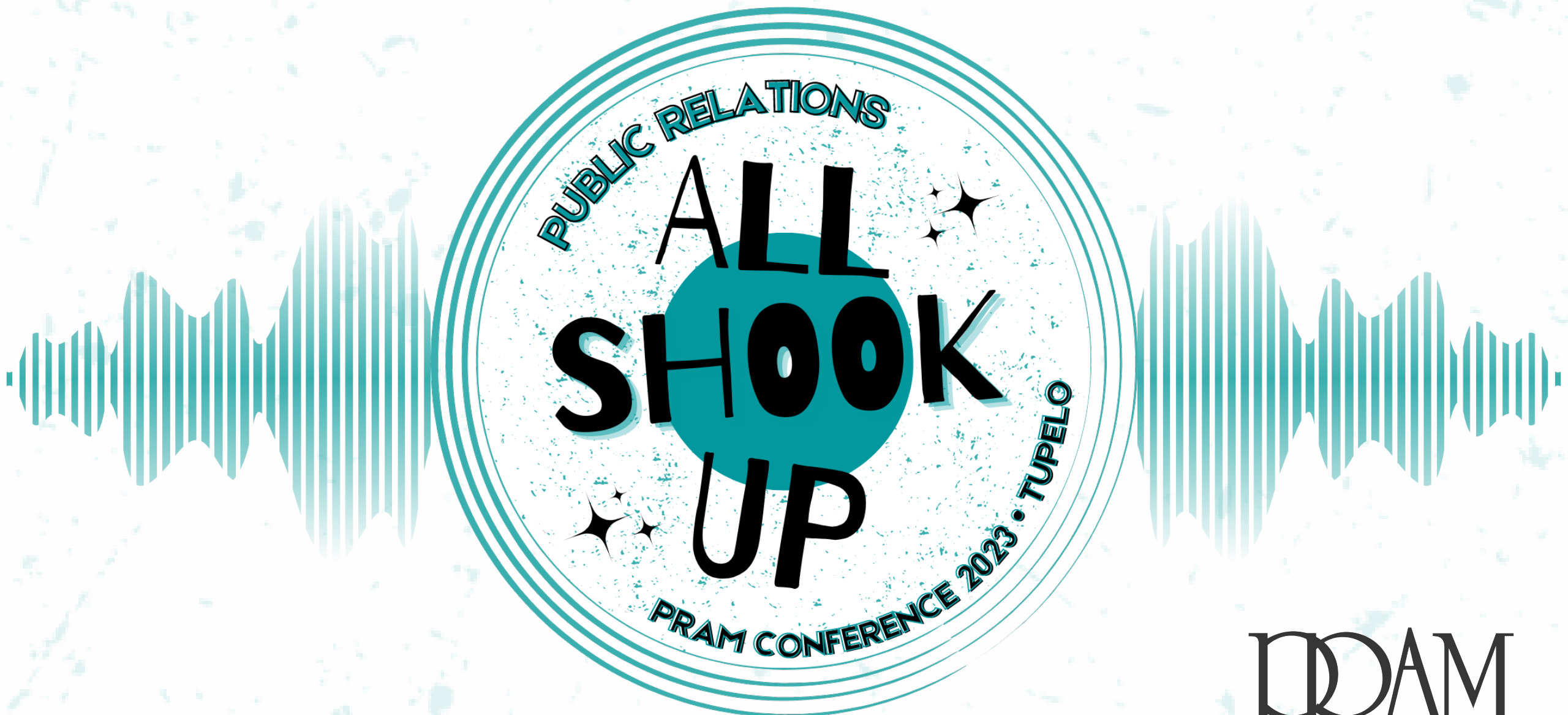


**BEST OF
SHOW**

*OUR PROMISE: MEMORIAL'S
CULTURAL TRANSFORMATION*

Memorial Health System

**Marketing & Communications
Department**



PRAM

Public Relations Association of Mississippi

**GOOD
LUCK
AT THE NEXT**

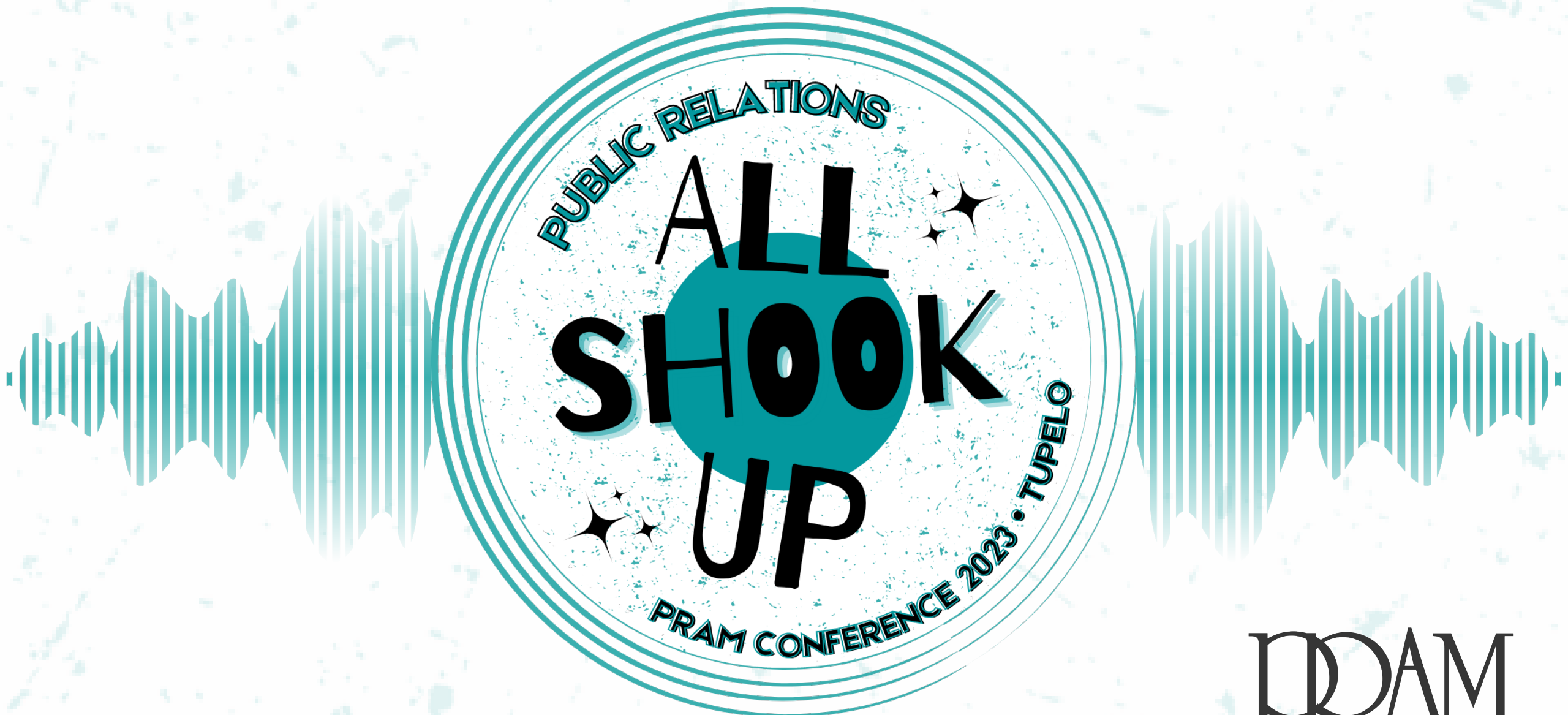
LEVEL
*LANTERN DEADLINE:
MAY 1-JUNE 30*

JOIN US AT THE SPRF CONFERENCE



**JUDGES
FEEDBACK
IS AVAILABLE AT**

[HTTPS://PRAM.SECURE-PLATFORM.COM](https://pram.secure-platform.com)



PRAM

Public Relations Association of Mississippi