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FOR IMMEDIATE RELEASE

**SPRF Recognizes its Lantern Award Winners; Jackson's Mann & Associates Claims Best in Show**

MOBILE, AL (Oct. 2, 2007) - The Southern Public Relations Federation (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.

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

- BREC of Baton Rouge, La. (1)
- The PR Girl Inc. of Navarre, Fla. (1)

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.

SPRF exists to further the professional and networking interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations. Along with networking, SPRF serves to advocate on behalf of and assist its members through ongoing professional development and defining ethical behavior. SPRF is the umbrella organization for the Public Relations Council of Alabama, Public Relations Association of Mississippi, the Public Relations Association of Louisiana and the Emerald Coast Public Relations Organization.

SPRF, along with eight other regional and national public relations organizations, is a participating member of the Universal Accreditation Board (UAB), the national body which administers the Accreditation in Public Relations (APR) mark. Members certified as APRs have successfully demonstrated competency in the knowledge, skills and abilities required to practice public relations effectively in today's business arena.

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