

News Release
October 7, 2026

PRAM Central members win awards at 2026 SPRF Conference



Members of the Public Relations Association of Mississippi Central Chapter holding their awards from the Southern Public Relations Federation's annual conference.

JACKSON, Miss. – Several members of the Public Relations Association of Mississippi (PRAM) Central Chapter were awarded for their outstanding work at this year's 2026 Lantern Awards held during the Southern Public Relations Federation Conference.

The Lantern Awards program recognizes excellence in strategic communications, honoring projects that exemplify creativity, innovation and impactful results. Entries are judged by industry experts with a focus on the four-step RPIE process: research, planning, implementation and evaluation.

Awards are presented in three tiers: long-term strategic programs, short-term strategic programs and tactical materials, across a variety of categories. Entries may receive one of three award designations: Award of Merit, Award of Excellence or Lantern



Award, with Lantern Award representing the highest honor within a category. The highest-rated submission in each tier is selected as Best of Tier.

PRAM Central members received the following awards:

Best of Tier 3: Beth Israel Congregation Website - Sophie McNeil Wolf, APR; Beth Israel Congregation and Lindsay McMurtray

Tier 1: Long Term Strategic Programs, 7 Months Or Longer
Category: Community Relations & Public Service

Award of Excellence - The Natural World, Unlocked: Breaking Barriers With Multi-Sensory Access - Mississippi Museum of Natural Science - Blake King

Category: Integrated Communications

Award of Excellence - Mississippi Beach Monitoring Awareness Campaign - Mississippi Department of Environmental Quality - Jan Schaefer, APR and Micheal King

Award of Merit - Will You Be Their Voice? - Mississippi Department of Rehabilitation Services - Jennifer Gray

Category: Public Affairs

Lantern Award - Strengthen Mississippi Homes: Building Resilience Through Mitigation - Mississippi Insurance Department - Beth Reiss

Category: Special Events

Lantern Award - Woodward Hines Education Foundation Ascent to 55% Convening - Moore Media Group - Will Caves

Award of Excellence - MSU College of Forest Resources Wolf River Ribbon Cutting - Mississippi State University - Karen Brasher, Wes Burger, Elizabeth Barber, Shannon Coker, Jan Schaefer, APR, Meg Henderson, Vanessa Beeson and Dominique Belcher



Tier 3: Tactical Materials/Projects

Category: Advertising & Publications

Lantern Award - Mississippi Beach Monitoring Awareness Billboard - Mississippi Department of Environmental Quality - Jan Schaefer, APR and Micheal King

Award of Excellence - College Guide Redesign - Woodward Hines Education Foundation / Get2College

Award of Excellence - Destination Opportunity Impact Report - Woodward Hines Education Foundation - Communications, Policy and Advocacy

Award of Excellence - Superintendent's Annual Report 2023-24 - Mississippi Department of Education - Communication Team

Category: Audio & Video

Lantern Award - Mississippi Beach Monitoring Awareness Video - Mississippi Department of Environmental Quality - Jan Schaefer, APR, Micheal King, CommonHouse Productions and Russell Media

Award of Excellence - MDOT Remembers Hurricane Katrina, 20 Years Later - Mississippi Department of Transportation - Public Affairs

Award of Merit - Baptist Children's Village and Family Ministries Continuum of Care - Baptist Children's Village and Family Ministries - Chrystelle Thames and Emily-Kate Ford

Category: Collateral Materials

Helping Families Understand Newborn Screening: A Statewide Parent Brochure - Mississippi State Department of Health - Martha Grace Gray

Category: Digital

Lantern Award - Beth Israel Congregation Website - Sophie McNeil Wolf, APR; Beth Israel Congregation and Lindsay McMurtray

Lantern Award - TeachMS.org Relaunch - Mississippi Department of Education - Communication Team



Category: Graphics

Award of Excellence - Baptist Children's Village and Family Ministries New Look -
Baptist Children's Village and Family Ministries - Chrystelle Thames and Emily-Kate
Ford

Category: Research & Measurement

Lantern Award - Jackson Academy Communication Surveys - Jackson Academy - Patti
Wade Magee, APR and Jonathan Blackwell

Award of Excellence - Building Unified Intelligence Framework for the Natchez Trace
Compact - Natchez Trace Compact - Foster Relations, Inc. and Paul Wolf

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About PRAM Central

Founded in 1956, PRAM Central is the largest of nine local chapters geographically located throughout Mississippi. It serves as the premier source for networking, continuing education, and professional development for public relations professionals in central Mississippi. With over 130 members, its membership includes professionals from agencies, corporations, nonprofits, government, education, and industrial sectors, as well as students aspiring to join the profession. The chapter is an autonomous affiliate of the Public Relations Association of Mississippi (PRAM State).