



Public Relations Association of Mississippi
CENTRAL CHAPTER

PRAM Central members win awards at 2025 SPRF Conference



PRAM Central members display awards won during the 2025 Southern Public Relations Federation Conference. Pictured are (from left) Matt Westerfield, APR; Blake King, Chrystelle Thames, APR; Patrice Guilfoyle, APR; Emily-Kate Ford, Kalli Hedgepath, Anna Ehrgott, Jan Schaefer, APR; and Michael King.

JACKSON, Miss. – November 3, 2025 – Several members of the Public Relations Association of Mississippi (PRAM) Central Chapter were awarded for their outstanding work at this year's 2025 Lantern Awards held during the Southern Public Relations Federation Conference Oct. 19-21, in Bossier City, Louisiana.

The Lantern Awards program recognizes excellence in strategic communications, honoring projects that exemplify creativity, innovation and impactful results. This year's awards showcased the best in public relations, with entries judged by industry experts with a focus on the four-step RPIE process: research, planning, implementation and evaluation.

Awards were presented in three tiers — long-term strategic programs, short-term strategic programs and tactical materials — across more than 30 categories. Entries received one of three award designations: Certificate of Merit, Award of Excellence or Lantern Award — with Lantern Award being the highest honor. The highest-rated submission in each tier was selected as Best of Tier, and Best of Show was awarded to the overall top-scoring entry.

PRAM Central members received the following awards:

Best of Show

The highest honor of the evening, the "Best of Show" award, was presented to "The Weekly Seed: Green Oak's Employee Newsletter," created by Kalli Hedgepath. This project stood out among all entries for its exceptional creativity, strategic impact and measurable results. "The Weekly Seed" not only earned the top score in its category but also demonstrated the power of effective internal communications to engage and inspire employees.



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Best of Tier 2: Driven by Inclusion: Toyota & MDRS Steering Workforce Accessibility Forward -MDRS Office of Communication

Best of Tier 3: The Weekly Seed: Green Oak's Employee Newsletter (Kalli Hedgepeth)

Tier 1: Long Term Strategic Programs, 7 Months Or Longer

Category: Integrated Communications

Award of Excellence - MDOT's 2024 Hurricane Preparedness Campaign - Mississippi Department of Transportation – Public Affairs

Tier 2: Short Term Strategic Programs, 6 Months or Shorter

Category: Community Relations & Public Service

- Lantern Award - Know Your Child's Reading Score Campaign -Mississippi Department of Education Office of Communication
- Lantern Award - Best of Tier 2 - Driven by Inclusion: Toyota & MDRS Steering Workforce Accessibility Forward - MDRS Office of Communication

Category: Internal Communications

Award of Excellence - Comms 101 - Mississippi Department of Environmental Quality - Jan Schaefer, APR and Zoie Henson

Category: Special Events

Lantern Award - Friendsgiving 2024 - Community Foundation of Mississippi - Sophie McNeil Wolf, APR

Tier 3: Tactical Materials/Projects

Category: Advertising

- Lantern Award - 2022-23 Superintendent's Annual Report - Mississippi Department of Education Office of Communication
- Lantern Award - The Blueprint for Success: MDHS 2024 Annual Report - Michael King, Lead & Communication Team Mississippi Department of Human Services
- Lantern Award - Best of Tier 3 - Best of Show - The Weekly Seed: Green Oak's Employee Newsletter - Kalli Hedgepeth

Category: Audio & Video

Lantern Award - MDEQ Virtual Classroom – Video Mississippi Department of Environmental Quality - Bayou Town Productions LLC CommonHouse Productions

Category: Digital

- Award of Excellence - MDEQ Virtual Classroom (Website) - Jan Schaefer, APR and Zoie Henson - Mississippi Department of Environmental Quality
- Award of Merit - Medical Center Matters - University of Mississippi Medical Center Office of Communications and Marketing

Category: Graphics

Award of Excellence - CAMP: The Clean Air Mississippi Project - Mississippi Department of Environmental Quality Beyond Communication LLC Tetra Tech

Category: Media Relations

Award of Merit - UMMC Completes Seven-way Kidney Swap - University of Mississippi Medical Center Office of Communications and Marketing

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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).