



Public Relations Association of Mississippi
CENTRAL CHAPTER

PRAM Central Chapter Honors Outstanding Professionals

JACKSON, Miss. - February 9, 2023 - The Public Relations Association of Mississippi Central Chapter has awarded four members its highest accolades as part of the Outstanding Professionals of the Year Awards program.

Sophie McNeil Wolf, a Jackson resident, accepted the 2022 Outstanding Practitioner award at the chapter's January meeting. Shanderia Minor, a resident of Brandon, accepted the 2022 Emerging Practitioner award. Corie Jones, a Madison resident, accepted the 2022 Advanced Practitioner award and Chantel Lott, a Jackson resident, accepted the chapter President's award.

"These awards are meant to recognize our chapter's most outstanding professionals for their exceptional work in the field of Public Relations," said Jean Cook, 2023 PRAM Central President. "These recipients exhibit the highest degree of professionalism, adhere to a high code of ethics, serve their communities, and continually show a strong commitment to advancing the PR profession."

Nominees are evaluated on exhibited excellence in four areas. Certifications, awards, promotions, raises and other professional recognitions are categorized as outstanding achievements. On the job creativity and resourcefulness is spotlighted by overcoming obstacles, innovative use of resources and greatest accomplishments. Professional development, specifically in the areas of service to the public relations profession and related associations, are also considered alongside community service.

Outstanding Practitioner Award-Sophie McNeil Wolf

Sophie McNeil Wolf is Director of Communications at the Community Foundation for Mississippi. The judges were particularly impressed with her greatest accomplishment on the job, where she detailed her work during the Jackson water crisis to create a one-stop informational webpage to communicate needs and avenues for support and to launch a Disaster Response Fund that helped the foundation raise over \$500,000. Sophie holds a bachelor's degree in journalism with an emphasis in news-editorial from the University of Southern Mississippi and a master's degree in integrated marketing communications from the University of Mississippi. She is currently earning her graduate certificate in economic development from the University of Southern Mississippi. Sophie currently serves PRAM Central as President-Elect.

Emerging Practitioner Award-Shanderia Minor

Shanderia Minor serves as Public Information Officer with the Mississippi Department of Education. She has been in the PR industry since 2017, first serving as public relations specialist for Mississippi Public Broadcasting before being promoted to Director of Communications. Award judges commended Shanderia for her work, particularly in overcoming obstacles preparing for a virtual screening of a PBS special documentary after the COVID-19 pandemic prevented the event from being held in-person. Shanderia holds a bachelor's degree in journalism/news editorial from the University of Southern Mississippi and a master's degree in communication from Mississippi College. Shanderia currently serves PRAM Central as Vice President of Programs.

Advanced Practitioner Award-Corie Jones

Corie Jones serves as Deputy Director and Public Relations Director at Volunteer Mississippi, The Mississippi

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Commission for Volunteer Service. One judge said it best: “This candidate’s enthusiasm and love of her career is refreshing. It is evident that she has applied the RPIE process in earning 20 awards in one year and her excellent work didn’t go unnoticed. This candidate has been recognized for her efforts in the two areas we all reach for—awards for work at the local, state, and regional level and then being recruited to fill a job because another organization recognized the value she brings to PR.” Corie has over 22 years of successful experience in communication, public relations, and marketing. She is a graduate of Mississippi State University with a B.A. in communication with an emphasis in public relations, Corie currently serves PRAM Central as Vice President of Membership.

President’s Award-Chantel Lott

The President’s award spotlights a volunteer board member who demonstrates a strong work ethic, positive attitude and willingness to serve exemplarily in their own role as well as to use their time and talents in assisting other board members.

This year’s President’s award recipient, Chantel Lott, is a Brandon resident. She currently serves the Mississippi Symphony Orchestra as Director of Communication and Development. She has consulted through “Lotts2Tel Communication” and worked in the public service, accounting, telecommunications, healthcare and tourism industries. Over the past seven years, she has served in several leadership roles with PRAM Central and PRAM State.

“Chantel has an impressive track record,” said Bill Moak, accredited in public relations and outgoing chapter president who chose the 2022 recipient. “During her career, she has helped her firms navigate crisis and planning processes. She’s known as a person with high ethical and professional standards, and her work has won numerous awards including Practitioner of the Year in 2009. During this year, she served as our secretary for PRAM Central, and helped keep us all on track with her attention to detail and creating a permanent record of what we did as a board.”

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PRAM Central, the largest of nine local chapters geographically located throughout the state, was founded in 1956 and is the top public relations professionals’ source for networking, continuing education and professional development throughout central Miss. Its membership consists of over 130 public relations professionals from advertising and public relations agencies, corporations and nonprofit organizations, government, education and industrial entities, as well as students studying to become public relations professionals. The chapter is an autonomous affiliate of the Public Relations Association of Mississippi (PRAM State).