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Press Release

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****PHOTO ATTACHED****

SPRF Recognizes District Communications Department's Newsletter for 2011 Award of Excellence

Baton Rouge, La. – An external newsletter created by the East Baton Rouge Parish School System's Department for Communications & Community Engagement was recognized as one of the best in the region in early October.

During the **Southern Public Relations Federation's (SPRF)** annual conference at the Marriott Grand in Point Clear, Ala., **the Department was awarded the 2011 SPRF Award of Excellence during the 2011 Lantern Awards Luncheon for its bi-annual newsletter Education Matters.** The Department is under the leadership of **Director Chris Trahan**, and the newsletter is edited and designed by **Sonya T. Gordon, APR, the district's public information officer.** The publication had been designed in a color, newspaper tabloid format for years before being revamped this past year into a slick, full-color magazine format.

The Lantern Awards competition recognizes the best work produced by SPRF members. The judges considered planning, originality, creativity, effectiveness, budget utilization and the role of the entrant in the project.

Founded in 1972, SPRF is a regional network of more than 1,600 public relations professionals from Mississippi, Alabama, Louisiana and north Florida who share a common interest in the public relations profession. SPRF is the umbrella organization for the Public Relations Council of Alabama, Public Relations Association of Mississippi, the Public Relations Association of Louisiana (PRAL) and the Emerald Coast Public Relations Organization.

Trahan and Gordon are Board of Directors members of the state chapter of PRAL, and Trahan is president and Gordon secretary of the PRAL-Baton Rouge Chapter.

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