

PRAL
BATON ROUGE
PUBLIC RELATIONS
ASSOCIATION OF LOUISIANA

RED STICK AWARDS

2026

Your Story Is Your Strategy

*Celebrating storytellers, strategists, and
the work that moves us forward.*

Thursday
May 7, 2026

JUBANS · BATON ROUGE

A LETTER FROM THE CHAPTER

Welcome, friends and storytellers.

Behind every campaign, every brand, and every moment of influence, there is a story. The most powerful ones do not just inform. They connect.

That is what today is about. We celebrate excellence, creativity, and strategy brought to life through storytelling. And most importantly, we celebrate you, the storytellers and leaders shaping narratives across our communities.

This year we are centering our program around a theme that could not be more relevant. In today's fast-moving media landscape, we are no longer just sharing messages. We are competing to own the narrative.

Whether you are here as a nominee, supporter, sponsor, or fellow communications professional, we are so glad you are here.

A Special Presentation

The LSU Bateman Team will share their recent national PRSSA case study, introduced by Connie Silva.

KEYNOTE SPEAKER

A conversation with Dr. Camille Salter



Dr. Camille Salter

Director of Organizational Learning and Effectiveness, Alameda Health System · Founder, Empower Pathway Consulting

Guided by the belief that everyone has a choice to be a victim or a victor, Dr. Camille Salter has built a career centered on leadership development, mentoring, and access. She leads enterprise-wide efforts in leadership development, coaching, and learning strategy at Alameda Health System, and is the founder of Empower Pathway Consulting.

After earning her GED, Dr. Salter completed a Bachelor of Arts in Organizational Development, a master's in public administration with a focus on change leadership, and a Doctor of Management in Organizational Leadership. She has been recognized by Delta Mu Delta and Pi Alpha Alpha honor societies, and named a 2026 University of Phoenix Alumni Luminary. National roles include the Harvard Business Review Advisory Council, the SHRM Voice of Work Research Panel, and Mentorship Chair for the National Association of Health Executives.

THE ORDER OF EVENTS

Program

- I. Welcome**
Tracy White, President
- II. LSU Bateman Team Case Study**
Introduced by Connie Silva
- III. Recognition of Board, Judges, Sponsors**
Tracy White
- IV. Keynote Address**
Dr. Camille Salter, introduced by WRKF
- V. Red Stick Awards**
Presented by Alannie Broussard and I'tyonnie Jackson
- VI. PRAL-BR Individual Awards**
Member, Practitioner, Communicator, First Circle
- VII. APR Recognition**
Erin Fulbright-Coleman
- VIII. Passing of the Gavel and Closing**
Tracy White to Ryan Sinitiere, incoming President

PRAL-BR INDIVIDUAL AWARDS

The People behind the work.

MEMBER OF THE YEAR

Bryce Benzine

Since joining the PRAL-BR Board in 2025 as Treasurer, Bryce has been the kind of leader every organization hopes to have. He steps in, takes initiative, and drives meaningful change. His expertise, steady leadership, and willingness to go above and beyond have strengthened the chapter and exemplify true service to the profession.

COMMUNICATOR OF THE YEAR

Southern University Human Jukebox

Led by Dr. Kedric Taylor, the Human Jukebox elevated Louisiana's cultural voice on a national stage in 2025, from announcing Super Bowl festivities on The Jennifer Hudson Show to being named ESPN's Band of the Year.

TONIGHT'S HONORS

Red Stick Awards categories

PR CAMPAIGNS

Short-Term · Long-Term · Long-Term Internal

WRITING FOR EXTERNAL AUDIENCE

Press Release · Blog · Feature Writing

MATERIALS

Publications · Collateral Material

SPECIAL EVENTS

Budget greater than \$2,500

DIGITAL

Social Media: Single Post · Cross-Platform Strategy · Website · Audio/Visual

MEDIA RELATIONS

Proactive Media Relations

LAGNIAPPE

A little something extra

STUDENT PROJECTS

Student-led Campaign · Student Lagniappe

PRACTITIONER OF THE YEAR

Lauren Michaud Knotts

In 2025, Lauren led communications for the closure of the firm where she worked, an unexpected development impacting multiple locations. She managed both internal and external communications with clarity, strategy, and care. A PRAL member for 15 years.

FIRST CIRCLE AWARD

Meg Casper Sunstrom

PRAL's most prestigious honor, the First Circle Award recognizes a practitioner of at least 15 years known for high standards of professional and personal integrity, public service, and meaningful work with students and emerging professionals.

ACCREDITATION IN PUBLIC RELATIONS

Kudos.

A special congratulations to a chapter member who recently earned her Accreditation in Public Relations.

NEWLY ACCREDITED · JUNE 2025

Alicia Davidson

APR

With deep gratitude to Sadie Wilks, APR, our Chapter APR Chair, who continues to mentor the next cohort of members preparing for accreditation.

PRAL-BATON ROUGE

2024-26 Board of directors.

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WITH GRATITUDE

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Until next year, keep telling the stories that matter.

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