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D'Oliveira Named SPRF Professional Achievement Award Winner

MOBILE, AL (Oct. 3, 2007) – The Southern Public Relations Federation (SPRF) presented its highest honor — the Professional Achievement Award (PAA) — to Denise D'Oliveira, APR. The award was presented during the Federation's annual conference on Sept. 18.

The PAA is the highest honor bestowed on a member by SPRF. An outstanding member from each SPRF state organization is nominated by his or her peers and must prepare an entry detailing their career achievements for judging on the state level. D'Oliveira was nominated by PRCA. The selection is based on professional activities, community service, career achievement and examples of the nominee's work. Sabrina McLaughlin, APR, of ECPRO and Caron Blanton, APR, of PRAM were the runners-up.

D'Oliveira has held public relations positions on both sides of Mobile Bay for the Mobile and Baldwin County Public Schools. Her work has helped engage parents and school shareholders in educational reform, increase school funding, raise awareness of the role of public education, and create a communications model for school districts and communities throughout the U.S.

For PRCA she initiated a successful APR Jump Start training class for the Mobile Chapter that was later used statewide and may become a national model. She has received three national Awards of Excellence from the National School Public Relations Association and two national Golden Achievement Awards. D'Oliveira completed her undergraduate and master's degrees in secondary education at the University of South Alabama and holds a master of arts in public relations from the University of West Florida.

Founded in 1972, SPRF is a regional network of more than 1,300 public relations professionals from Mississippi, Alabama, Louisiana and north Florida who share a common interest in the public relations profession.

SPRF exists to further the professional and networking interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations. Along with networking, SPRF serves to advocate on behalf of and assist its members through ongoing professional development and defining ethical behavior. SPRF is the umbrella organization for the Public Relations Council of Alabama, Public Relations Association of Mississippi, the Public Relations Association of Louisiana and the Emerald Coast Public Relations Organization.

SPRF, along with eight other regional and national public relations organizations, is a participating member of the Universal Accreditation Board (UAB), the national body which administers the Accreditation in Public Relations (APR) mark. Members certified as APRs have successfully demonstrated competency in the knowledge, skills and abilities required to practice public relations effectively in today's business arena.

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