

2009 FPRA Golden Image Award Winners

PUBLIC RELATIONS PROGRAMS

DICK POPE ALL FLORIDA GOLDEN IMAGE AWARD
YES ON AMENDMENT 4 FOR CONSERVATION
RON SACHS COMMUNICATIONS

COMMUNITY RELATIONS

CAREEREOKI
EVOK, WCF, OPCS-CTE & CONSENSUS
GOLDEN IMAGE AWARD
JUDGES' AWARD

DENTISTRY FROM THE HEART
SPARK
JUDGES' AWARD
AWARD OF DISTINCTION

CLEARWATER MARINE AQUARIUM GIVES AWAY "WEDDING OF A LIFETIME"
JENI HATTER, DAVID YATES
JUDGES' AWARD
AWARD OF DISTINCTION

JEWELER MOTHER'S DAY
CAROLYN ROGERS, APR, CPRC; MARY BRIGGS, APR, CPRC
JUDGES' AWARD

DISABILITY EMPLOYMENT AWARENESS
MELANIE MOWRY ETTERS
AWARD OF DISTINCTION

PUBLIC SERVICE

GOV. CRIST'S "EXPLORE ADOPTION" INITIATIVE
RON SACHS COMMUNICATIONS, COREMESSAGE, EVOLUTION MEDIA
GOLDEN IMAGE AWARD

NoFood4You
SARAH OWEN – COMMUNITY COOPERATIVE MINISTRIES, INC. (CCMI)
MELINDA ISLEY, APR – M.CREATIVE
JUDGES' AWARD
AWARD OF DISTINCTION

CHILDREN FIRST: A CALL TO ACTION
SUPT. JIM YANCEY, KEVIN CHRISTIAN
JUDGES' AWARD
AWARD OF DISTINCTION

GRAFFITI ABATEMENT PROGRAM
CITY OF TALLAHASSEE
JUDGES' AWARD
AWARD OF DISTINCTION

COMMUNICATING SHORT TERM PAINS FOR LONG TERM GAINS
CITY OF TALLAHASSEE, LEON COUNTY
JUDGES' AWARD

BATTLE OF THE BELTS
LIEUTENANT WILLIAM H. LEEPER, FLORIDA HIGHWAY PATROL
JUDGES' AWARD

INSTITUTIONAL

GRANDE DAMES TEA – LEE PACE CENTER FOR GIRLS
DEBRA WEBB, APR, AND DENA GERAGHTY – LEE PACE CENTER FOR GIRLS
SUSAN BENNETT, APR, CPRC – SUSAN BENNETT MARKETING & MEDIA, L.C.
GOLDEN IMAGE AWARD
JUDGES' AWARD

FLORIDA KIDCARE PSA CONTEST
SALTERMITCHELL, FLORIDA HEALTHY KIDS
JUDGES' AWARD
AWARD OF DISTINCTION

RTI DONOR SERVICES CEO LEADERSHIP FORUM FOR ORGAN PROCUREMENT ORGANIZATIONS
RTI DONOR SERVICES COMMUNICATIONS TEAM
AWARD OF DISTINCTION

PUBLIC INFORMATION

RIDE PROUD. DRESS LOUD. MOTORCYCLE CAMPAIGN
KIDD PUBLIC RELATIONS
FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES
GOLDEN IMAGE AWARD
JUDGES' AWARD

BAE SYSTEMS PRODUCTS GROUP 2008 SHOT SHOW
REESE RIGGLE
JUDGES' AWARD
AWARD OF DISTINCTION

INTERNAL

AMERICAN BEACH NEWS SERVICE
KATE GOODERHAM, APR, CPRC; KEN GOODERHAM; TINA HAISMAN, APR, CPRC
AWARD OF DISTINCTION

PROMOTIONAL/MARKETING

SILVER SANDS FACTORY STORES MIDNIGHT MADNESS
SILVER SANDS FACTORY STORES
GOLDEN IMAGE AWARD
JUDGES' AWARD

SUSAN G. KOMEN SOUTHWEST FLORIDA RACE FOR THE CURE 2009
PAMELA NULMAN, APR, CPRC
SW FLORIDA SUSAN G. KOMEN FOR THE CURE
MARIE MOSLEY, APR
JUDGES' AWARD

MEGALODON: LARGEST SHARK THAT EVER LIVED
PAUL RAMEY, APR
CHRISTINE ESCHENFELDER
JESSICA THURMOND
JUDGES' AWARD
AWARD OF DISTINCTION

ZAXBY'S NIBBLER PROMOTION LAUNCHES NEW PRODUCT & DRIVES SALES
ST. JOHN & PARTNERS
JUDGES' AWARD
AWARD OF DISTINCTION

CHARTING A NEW COURSE MEDIA RELATIONS CAMPAIGN
MAYO CLINIC FLORIDA, DIVISION OF PUBLIC AFFAIRS
JUDGES' AWARD
AWARD OF DISTINCTION

BAY TOWN TROLLEY: PIER PARK EXPRESS
KIDD PUBLIC RELATIONS
BAY TOWN TROLLEY
WEST FLORIDA REGIONAL PLANNING COUNCIL
JUDGES' AWARD
AWARD OF DISTINCTION

14 CHANNELS IN 14 DAYS
BHN PUBLIC AFFAIRS TEAM
JUDGES' AWARD
AWARD OF DISTINCTION

PUBLIC AFFAIRS

YES ON AMENDMENT 4 FOR CONSERVATION
RON SACHS COMMUNICATIONS
GOLDEN IMAGE AWARD
JUDGES' AWARD

FLORIDA DEVELOPMENTAL DISABILITIES COUNCIL, INC. GRASSROOTS TRAINING DAY
KIDD PUBLIC RELATIONS
FLORIDA DEVELOPMENTAL DISABILITIES COUNCIL, INC.
JUDGES' AWARD
AWARD OF DISTINCTION

RACHEL HOFFMAN PUBLIC AFFAIRS CAMPAIGN
RON SACHS
JUDGES' AWARD
AWARD OF DISTINCTION

VISIT FLORIDA: FLORIDA'S TOURISM COUNTS EDUCATION CAMPAIGN
MOORE CONSULTING GROUP
VISIT FLORIDA
JUDGES' AWARD
AWARD OF DISTINCTION

ENVIRONMENTALLY SENSITIVE LANDS REFERENDUM CAMPAIGN
MELISSA SHEETS, APR
JUDGES' AWARD

SPECIAL EVENTS

SWFL WINE & FOOD FEST
CAROLYN ROGERS, APR, CPRC
MARY BRIGGS, APR, CPRC
GOLDEN IMAGE AWARD

BUTTERFLY FEST 2008
PAUL RAMEY, APR
CAROLINE GLAGOLA
MORGAN LAMBORN
JUDGES' AWARD

ARC MARION FOOD DRIVE FOR INTERFAITH
ALLISON CAMPBELL
ARC MARION, INC.
JUDGES' AWARD

NETROOTS RISING: GRASSROOTS COMMUNICATIONS IN A DIGITAL WORLD
2009 PDS COMMITTEE OF THE GAINESVILLE CHAPTER OF FPRA
JUDGES' AWARD

"AMERICAN IDOL" SYESHA CONCERT
THE JOHN AND MABLE RINGLING MUSEUM OF ART, SARASOTA CONVENTION AND VISITORS BUREAU, FOX 13 TAMPA
AWARD OF DISTINCTION

60TH ANNIVERSARY CELEBRATION HONORS A LIFE SAVED
JULIE PLATT, APR; KRISTINE NICKEL, SUNCOAST COMMUNITIES BLOOD BANK
AWARD OF DISTINCTION

OTHER

FLORIDA GULF BANK'S DOWNTOWN DETOUR SURVIVAL PROGRAM
PHYLLIS ERSHOWSKY, PKE MARKETING & PR SOLUTIONS
LEE GOLDEN, FLORIDA GULF BANK
BILL VALENTI, FLORIDA GULF BANK
GOLDEN IMAGE AWARD

PERSONALITY & PERSISTENCE: THE MAKING OF A NATIONAL EXPERT
UCF NEWS & INFORMATION
JUDGES' AWARD

SMOOTHIE KING BLOGGER CAMPAIGN
ST. JOHNS & PARTNERS
AWARD OF DISTINCTION

PRINTED TOOLS OF PUBLIC RELATIONS

GRAND GOLDEN IMAGE AWARD
CLEARWATER MARINE AQUARIUM'S "WEDDING OF A LIFETIME" A MAJOR MEDIA SUCCESS
JENI HATTER, DAVID YATES

MAGAZINE

SHELL POINT LIFE MONTHLY MAGAZINE
SHELL POINT COMMUNICATIONS TEAM
GOLDEN IMAGE AWARD
JUDGES' AWARD

NEWSLETTER-FOUR COLOR
LEE COUNTY PORT AUTHORITY EMPLOYEE NEWSLETTER
LEE COUNTY PORT AUTHORITY
JUDGES' AWARD
AWARD OF DISTINCTION

NEWS RELEASE

CLEARWATER MARINE AQUARIUM'S
"WEDDING OF A LIFETIME" A MAJOR
MEDIA SUCCESS
JENI HATTER, DAVID YATES
GOLDEN IMAGE AWARD
JUDGES' AWARD

SAVERITE GRAND OPENING NEWS RELEASE
ST. JOHN & PARTNERS
JUDGES' AWARD

ORMC DEVELOPS NEW HEART TRANSPLANT
PROGRAM
SABRINA CHILDRESS, KENA LEWIS
JUDGES' AWARD

"FLORIDA BEACH NAMED NUMBER ONE"
VISIT FLORIDA
VISIT ST. PETERSBURG/CLEARWATER
JUDGES' AWARD

YOU DON'T WANT TO GO THERE
JOHN MCSHAFFREY, APR
AECOM

FLORIDA DEPT. OF TRANSPORTATION
JUDGES' AWARD

UCF AMONG MOST SELECTIVE MEDICAL
SCHOOLS IN COUNTRY
UNIVERSITY OF CENTRAL FLORIDA NEWS &
INFORMATION
JUDGES' AWARD
AWARD OF DISTINCTION

SANTA ROSA COUNTY'S "DEADLINE FOR
LOW COST SPAY/NEUTER PROGRAM"
JOY TSUBOOKA
SANTA ROSA COUNTY PUBLIC
INFORMATION
JUDGES' AWARD

"HARE TODAY – GONE TOMORROW"
DOREEN MARCIAL POREBA, APR
DR. SUSAN BRAUNSTEIN
JUDGES' AWARD
AWARD OF DISTINCTION

SPECIALTY ITEM

NoFood4You/CCMI T-SHIRT
CCMI, PROMOTIONAL INCENTIVES,
M.CREATIVE
GOLDEN IMAGE AWARD
JUDGES' AWARD

THE GOVERNOR'S OFFICE OF FILM &
ENTERTAINMENT – DVD PACKAGE
MOORE CONSULTING GROUP
THE FLORIDA GOVERNOR'S OFFICE OF
FILM & ENTERTAINMENT
JUDGES' AWARD

MEGALODON TUNA POUCH
PAUL RAMEY, APR; CHRISTINE
ESCHENFELDER; LEAH PARCHINSKI
JUDGES' AWARD
AWARD OF DISTINCTION

OTHER

LEE COUNTY LIBRARY SYSTEM
BOOKMOBILE EXTERIOR DESIGN
LEE COUNTY LIBRARY SYSTEM
GOLDEN IMAGE AWARD
JUDGES' AWARD

CHILDREN'S RAINFOREST AT SELBY
GARDENS
DEBBY STEELE
JUDGES' AWARD
AWARD OF DISTINCTION

ROLLINS COLLEGE FEATURED IN THE
CHRONICLE OF HIGHER EDUCATION
ANN MARIE VARGA
JUDGES' AWARD

**AUDIO/VISUAL TOOLS OF
PUBLIC RELATIONS**

GRAND GOLDEN IMAGE AWARD
2008 INTERACTIVE ANNUAL REPORT
CHRIS M. GENT, RACHAEL K. GMEREK,
KISSIMMEE UTILITY AUTHORITY

AUDIO PRESENTATIONS

2008 GET DOWN. GET OUT. GET ON THE
PHONE! PSA CAMPAIGN
PERVEETA PERSAUD, JOE AMIGLIORE,
HEATHER DANENHOWER
JUDGES' AWARD
AWARD OF DISTINCTION

ELECTRONIC COMMUNICATIONS

THE CHAMPION NEWSLETTER
AGENCY FOR PERSONS WITH DISABILITIES
WEB TEAM
COMMUNICATIONS OFFICE
GOLDEN IMAGE AWARD
JUDGES' AWARD

FPPA 2008 ANNUAL CONFERENCE BLOG
CHRIS M. GENT
2008 CONFERENCE BLOG TEAM
FLORIDA PUBLIC RELATIONS ASSOCIATION
JUDGES' AWARD
AWARD OF DISTINCTION

ROLLINS COLLEGE INCREASES PEER
ASSESSMENT RANKING WITH TARGETED E-
NEWSLETTER
ANN MARIE VARGA, STEPHANIE DUESING
JUDGES' AWARD

VIDEO-INTERNAL

SHELL POINT TODAY PROCESS
IMPROVEMENT HIATUS
SHELL POINT COMMUNICATIONS TEAM
GOLDEN IMAGE AWARD
JUDGES' AWARD

VIDEO PUBLIC SERVICE

MORE THAN ONE MINUTE
GOV. CHRIST'S "EXPLORE ADOPTION" 30-
MINUTE TV SPECIAL
RON SACHS COMMUNICATIONS, CORE
MESSAGE, EVOLUTION MEDIA
AWARD OF DISTINCTION

**VIDEO PUBLIC SERVICE-
ONE MINUTE OR LESS**

"DONATE TODAY" PSA
JEFF NALL, APR, CPRC
COUNCIL ON AGING OF WEST FLORIDA
JUDGES' AWARD

VIDEO INSTITUTIONAL

GRANDE DAMES TEA – PACE CENTER FOR
GIRLS
DEBRA WEBB, APR; DENA GERAGHTY –
PACE
TODD SCHULZ – NBC-2
SUSAN BENNETT, APR, CPRC – SUSAN
BENNETT MARKETING & MEDIA, L.C.
JUDGES' AWARD

VIDEO NEWS RELEASE

RESTORE-A-SCAR
COREMESSAGE, INC.
THE OCEAN FOUNDATION
SEAGRASS RECOVERY
JUDGES' AWARD
AWARD OF DISTINCTION

WEB SITE

ThePositivePlaceForKids.org
BOYS & GIRLS CLUBS OF THE BIG BEND,
TAPROOT CREATIVE
GOLDEN IMAGE AWARD
JUDGES' AWARD

UNITED WAY LIVE UNITED WEB SITE
TINA BANNER, APR
UNITED WAY OF MARION COUNTY
BB GRAPHICS
JUDGES' AWARD

HPH HOSPICE WEB SITE
ROBIN KOCHER, JANE FREEMAN, DEBORAH
MCCABE
JUDGES' AWARD

ROLLINS COLLEGE ATTRACTS STUDENTS
WITH INTERACTIVE WEB SITE
STEPHANIE PAGE DUESING, JENNIFER
SPERBER-SALES, ANN MARIE VARGA
JUDGES' AWARD
AWARD OF DISTINCTION

MANATEE POCKET PROJECT WEBSITE
THE FIREFLY GROUP, B/JN DESIGNS, MARTIN
COUNTY COASTAL ENGINEERING
AWARD OF DISTINCTION

ARS/RESCUE ROOTER HOME CONNECT
PUSH
AWARD OF DISTINCTION

FLY TALLAHASSEE: ENHANCING WEBSITE
VISIBILITY & SERVICES FOR AIR TRAVELERS
CITY OF TALLAHASSEE
AWARD OF DISTINCTION

PRESENTATION

2008 INTERACTIVE ANNUAL REPORT
CHRIS M. GENT, RACHAEL K. GMEREK,
KISSIMMEE UTILITY AUTHORITY
GOLDEN IMAGE AWARD
JUDGES' AWARD

OTHER

SANTA ROSA COUNTY'S E-BREAKING NEWS
SERVICE
SANTA ROSA COUNTY PUBLIC
INFORMATION
COMPUTER DEPARTMENT
DIVISION OF EMERGENCY MANAGEMENT
GOLDEN IMAGE AWARD

**STUDENT PROJECTS IN PUBLIC
RELATIONS****NEWS RELEASE**

KISS THE PIG INSERT
KAYLA HRYNYK
JUDGES' AWARD

PUBLIC RELATIONS CAMPAIGN

WILDLIFE SANCTUARY OF NORTHWEST
FLORIDA PR CAMPAIGN
WELLSPRING PUBLIC RELATIONS 2009
GOLDEN IMAGE AWARD

2008 UWF LEADERSHIP COMMUNICATIONS
PORTFOLIO
AMANDA STARR SHORT, CAITLYN BLIZZARD
JUDGES' AWARD

ZUNE: STRATEGIC MARKETING CAMPAIGN
PLAN
ASHLEY ANDERSON
AWARD OF DISTINCTION

"WTF ROLLINS CAMPAIGN"
BRITTANY FORNOF, KELLY MCNOLDY, YONI
BINSTOCK
AWARD OF DISTINCTION

ELECTRONIC COMMUNICATIONS

2008 BUTTERFLYFEST ENEWSLETTER
MORGAN LAMBORN
GOLDEN IMAGE AWARD