

# 2010 FPRA Golden Image Award Winners

## PUBLIC RELATIONS PROGRAMS

### DICK POPE ALL FLORIDA GOLDEN IMAGE AWARD

Florida Commerce Credit Union  
WeLiveFIT! Challenge Campaign  
Salter>Mitchell  
Florida Commerce Credit Union

## COMMUNITY RELATIONS

### Golden Image Award

Power To Share - An LCEC Community Partnership  
Teresa Renkiewicz  
LCEC PR Team

### Award of Distinction

Community Partnership for Children Mentor Program  
Jo Lynn Deal

### Style Your Sole Event

Dick Pope/Polk County Chapter of FPRA

Disability Employment Awareness  
Melanie M. Etters, APR, CPRC  
Agency for Persons with Disabilities

## PUBLIC SERVICE

### Golden Image Award

Walk in My Shoes Campaign  
Ron Sachs Communications  
Lauren's Kids

### Award of Distinction

Literacy Empowers All Families (LEAF)  
Seana Mincy  
Cheray Keyes-Shima, APR, CPRC

Volusia Counts  
Pat Kuehn, APR, CPRC  
Betty Holness

"Skip a Week" Public Service Campaign  
Amy Harroun  
Melissa Roe  
Allen Yarbrough

TAPP Public Service Campaign  
RB Oppenheim Associates  
City of Tallahassee

### Judges' Award

Walk in My Shoes Campaign  
Ron Sachs Communications  
Lauren's Kid

## INSTITUTIONAL

### Golden Image Award

Clearwater Marine Aquarium's Efforts for Save Sea Turtles Garner Major Public Support  
Jeni Hatter  
David Yates

### Award of Distinction

Home-Tech  
Home-Tech  
Briggs & Rogers

### Judges' Award

Clearwater Marine Aquarium's Efforts for Save Sea Turtles Garner Major Public Support  
Jeni Hatter  
David Yates

Florida KidCare Act-Out for Health PSA Contest  
Salter>Mitchell  
Florida Healthy Kids Corporation

### "Get Outside!" Campaign

Bobyn Felix  
Beth Putnam  
Carriann Adkins

## CRISIS COMMUNICATIONS

### Golden Image Award

Lee County Port Authority Crisis Management and Communications Plan  
Lee County Port Authority

## INTERNAL

### Golden Image Award

Look for the Stars  
Seana Mincy  
Cheray Keyes-Shima, APR, CPRC

### Award of Distinction

2008-09 CPRC Campaign  
Jeff Nall, APR, CPRC

## PROMOTIONAL/ MARKETING

### Golden Image Award

Florida Commerce Credit Union WeLiveFIT! Challenge Campaign  
Salter>Mitchell  
Florida Commerce Credit Union

### Award of Distinction

"Let Our Family Take Care of Your Family"  
Physicians' Primary Care of Southwest Florida  
Susan Bennett, APR, CPRC, Susan Bennett Marketing & Media, L.C.

Ford Motor Company's MyKey Tour  
Moore Consulting Group  
Direct Impact  
Ford Motor Company

### Judges' Award

Healthy Bonita Estero  
Lee Memorial Health System  
Briggs & Rogers

## PUBLIC AFFAIRS

### Golden Image Award

Florida Hospital Association "No But(t)s About It"  
Ron Sachs Communications  
Florida Hospital Association

### Award of Distinction

Florida Public Utilities Franchise Communications Campaign  
Curley & Pynn Public Relations

US Chamber: North Carolina Campaign for Responsible Health Reform  
Moore Consulting Group

## SPECIAL EVENTS

### Golden Image Award

SWFL Wine & Food Fest  
SWFL Children's Charities, Inc.  
Briggs & Rogers

### Award of Distinction

Southwest Florida Chapter 2010 Local Image Awards  
Southwest Florida Chapter of FPRA  
Lee County Port Authority

Marion County Fire Rescue's 30th Anniversary Campaign  
Peveeta Persaud  
Heather Danenhower  
MCFR 30th Anniversary Committee

New "Green" Headquarters Open House and Sustainability Showcase  
Elise Lipoff

### Judges' Award

Southwest Florida Chapter 2010 Local Image Awards  
Southwest Florida Chapter of FPRA  
Lee County Port Authority

Marion County Fire Rescue's 30th Anniversary Campaign  
Peveeta Persaud  
Heather Danenhower  
MCFR 30th Anniversary Committee

## OTHER

### Award of Distinction

Spend A Night In - Instead of A Night Out  
Kevin B. Lewis, Southwest Florida Addiction Services  
Michelle Phillips, Southwest Florida Addiction Services  
Susan Bennett, APR, CPRC, Susan Bennett Marketing & Media, L.C.

### Judges' Award

Spend A Night In - Instead of A Night Out  
Kevin B. Lewis, Southwest Florida Addiction Services  
Michelle Phillips, Southwest Florida Addiction Services  
Susan Bennett, APR, CPRC, Susan Bennett Marketing & Media, L.C.

## PRINTED TOOLS OF PUBLIC RELATIONS

### GRAND GOLDEN IMAGE AWARD

Clearwater Marine Aquarium's Effort to Save Sea Turtles A Major Media Success  
Jeni Hatter  
David Yates

## BROCHURE

### Award of Distinction

Sarasota Convention & Visitors Bureau  
Circus Heritage Guide  
Sarasota Convention & Visitors Bureau  
President Virginia Haley  
Public Relations Director Erin Duggan

**MAGAZINE**

**Golden Image Award**  
Today's FDA  
Florida Dental Association

**NEWSLETTER-  
FOUR COLOR**

**Golden Image Award**  
Launch Tomorrow's Career Today  
Newsletter Series  
Brevard Workforce  
McBride Woodbridge Marketing

**Award of Distinction**  
American Lung Association "BreatheIn"  
Newsletter  
Moore Consulting Group  
American Lung Association of the  
Southeast

**POSTER AND CALENDAR**

**Golden Image Award**  
2010 Florida Ranches Calendar  
The Firefly Group  
Carlton Ward Photography  
Family Lands Remembered

**NEWS RELEASE**

**Golden Image Award**  
Clearwater Marine Aquarium's Effort to  
Save Sea Turtles A Major Media Success  
Jeni Hatter  
David Yates

**Award of Distinction**  
Telling FARO Technologies' Test Drive  
Story  
Curley & Pynn Public Relations

**Judges' Award**  
Clearwater Marine Aquarium's Effort to  
Save Sea Turtles A Major Media Success  
Jeni Hatter  
David Yates

**SPECIALTY ITEM**

**Award of Distinction**  
Lee County Port Authority Air Service  
Appreciation Gift  
Lee County Port Authority

**OTHER**

**Golden Image Award**  
2009 Osceola Hurricane Handbook  
Chris M. Gent  
Rachael K. Gmerek  
Kissimmee Utility Authority

**Judges' Award**  
2009 Osceola Hurricane Handbook  
Chris M. Gent  
Rachael K. Gmerek  
Kissimmee Utility Authority

**AUDIO/VISUAL TOOLS OF  
PUBLIC RELATIONS**

**GRAND GOLDEN IMAGE AWARD**  
Polk County e-Town Hall  
Polk County Board of County  
Commissioners  
Communications Division/PGTV  
Information Technology Division

**ELECTRONIC COMMUNICATIONS**

**Golden Image Award**  
County Connection E-Publication  
Heather Danenhower  
Christy L. Jergens  
Marion County SOURCE

**VIDEO-INTERNAL**

**Golden Image Award**  
CPRC Video  
Jeff Nall, APR, CPRC

**Judges' Award**  
CPRC Video  
Jeff Nall, APR, CPRC

**VIDEO PUBLIC SERVICE  
MORE THAN ONE MINUTE**

**Golden Image Award**  
Estero Fire Rescue Budget 2009  
PRM Susan Lindenmuth  
Asst. Chief Mark Wahlig  
Fire Chief Scott Vanderbrook

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

**Golden Image Award**  
TAPP 2010 TV PSAs  
RB Oppenheim Associates  
City of Tallahassee  
Gary Yordon

**VIDEO INSTITUTIONAL**

**Golden Image Award**  
Change for Change  
City of Tallahassee  
Thomas Bronakoski

**Judges' Award**  
Change for Change  
City of Tallahassee  
Thomas Bronakoski

**VIDEO  
PROMOTIONAL/MARKETING**

**Golden Image Award**  
Florida Commerce Credit Union  
WeLiveFIT! Challenge Webisodes  
Salter>Mitchell  
Florida Commerce Credit Union

**Judges' Award**  
Florida Commerce Credit Union  
WeLiveFIT! Challenge Webisodes  
Salter>Mitchell  
Florida Commerce Credit Union

**WEBSITE**

**Golden Image Award**  
Florida KidCare Act-Out for Health PSA  
Contest Website  
Salter>Mitchell  
Florida Healthy Kids Corporation

**Award of Distinction**  
Healthy Bonita Estero Website  
Lee Memorial Health System  
Briggs & Rogers

LaunchNewCareers.com  
Brevard Workforce  
McBride Woodbridge Marketing

Pushing the Envelope - Website/Social  
Media  
Samantha Scott  
Charly Caldwell II  
Dan Laursen

**Judges' Award**  
Florida KidCare Act-Out for Health PSA  
Contest Website  
Salter>Mitchell  
Florida Healthy Kids Corporation

**PRESENTATION**

**Golden Image Award**  
Polk County e-Town Hall  
Polk County Board of County  
Commissioners  
Communications Division/PGTV  
Information Technology Division

**Judges' Award**  
Polk County e-Town Hall  
Polk County Board of County  
Commissioners  
Communications Division/PGTV  
Information Technology Division

**OTHER**

**Golden Image Award**  
Martin County Aquatics Center  
Facebook Page  
The Firefly Group

**STUDENT PROJECTS IN  
PUBLIC RELATIONS**

**NEWS RELEASE**

**Award of Distinction**  
UCF Student Working to Conserve  
Endangered "Playboy" Bunnies  
Courtney Gilmartin

**PUBLIC RELATIONS CAMPAIGN**

**Golden Image Award**  
Ballet Pensacola Campaign  
Macy Miller  
Nikki Nash  
Eileen Perrigo

**Award of Distinction**  
Communication Week 2010 - "Connect  
To Success"  
Despina A. Pappas  
Jacquelyn Gubbins  
Ana Guarino

**COMPUTER-GENERATED  
COMMUNICATION**

**Golden Image Award**  
The Official Blog of Student FPRA:  
Capital Chapter  
2009-2010 FPRA Tallahassee Student  
Chapter Executive Board