

**DIVISION A  
 PUBLIC RELATIONS PROGRAMS**

**DICK POPE ALL FLORIDA GOLDEN  
 IMAGE AWARD**  
 Ready, Set, Stop  
 City of Tallahassee

**COMMUNITY RELATIONS**

**Golden Image Award**  
 Heritage Museum Celebrates 75<sup>th</sup>  
 Anniversary of EAFB  
 Heritage Museum of Northwest Florida  
 Destin Interactive

**Award of Distinction**  
 10 in 2010  
 Moore Consulting Group

**PUBLIC SERVICE**

**Golden Image Award**  
 Changing Lanes  
 City of Tallahassee

**Award of Distinction**  
 Walk in My Shoes Campaign  
 Ron Sachs Communications

**Judges' Award**  
 30 Days of Amazing Children: Explore  
 Adoption!  
 Diane Hirth  
 Cyndee Odum

**INSTITUTIONAL**

**Golden Image Award**  
 Where Will You Be in 2010? Vote By Mail  
 Vicki Davis  
 Kherri Anderson

**Award of Distinction**  
 Child Care Turns the Corner  
 Beth Lobdell, Child Care of Southwest  
 Florida  
 Linda McNabb, Child Care of Southwest  
 Florida  
 Susan Bennett, APR, CPRC, Susan  
 Bennett Marketing & Media

**CRISIS COMMUNICATIONS**

**Golden Image Award**  
 VIP Patient Visit  
 Ryan Gerds, APR  
 Dan O'Connor

**Award of Distinction**  
 South Walton Crisis Communications:  
 Deepwater Horizon Oil Spill  
 Dawn Moliterno  
 Tracy Louthain, APR  
 Curley & Pynn

**Judges' Award**  
 VIP Patient Visit  
 Ryan Gerds, APR  
 Dan O'Connor

**INTERNAL**

**Golden Image Award**  
 Build Your Best Life: HD Supply  
 Employee Wellness Campaign  
 Ryan Ray, APR  
 Anna Stevens  
 Mark Ronhaar

**Award of Distinction**  
 Lee County Port Authority United Way  
 Campaign 2011  
 Lee County Port Authority

**Judges' Award**  
 DCP Web Week  
 Julie Frey, APR, CPRC  
 University of Florida College of Design,  
 Construction and Planning

**PROMOTIONAL/MARKETING**

**Golden Image Award**  
 Ready, Set, Stop  
 City of Tallahassee

**Award of Distinction**  
 The Power of 10  
 Bryan Williams

Peter Island Resort & Spa "A Private  
 Vacation Oasis"  
 Anson-Stoner Public Relations

**Judges' Award**  
 Early Learning Coalition Literacy  
 Buddies  
 Samantha Scott

**PUBLIC AFFAIRS**

**Golden Image Award**  
 University of Miami "We Tackle Cancer"  
 Campaign  
 Ron Sachs Communications

**Award of Distinction**  
 2010 Legislative Session Campaign – FL  
 Transportation Builder's Association  
 J. Rachel Gustafson  
 CoreMessage, Inc.

Florida Children's Services Council 2010  
 Legislative Campaign  
 Jennifer Fennell, APR  
 Valerie Wickboldt  
 Kristin Vallese

Sanford Smart Growth and CBR Public  
 Relations  
 CBR Public Relations

**Judges' Award**  
 "Healthy Minds Matter" Campaign  
 RB Oppenheim Associates  
 Florida Council for Community Mental  
 Health

Wekiva Island Rezoning Campaign  
 Anson-Stoner Public Relations

**SPECIAL EVENTS**

**Golden Image Award**  
 2010 Daytona Repave  
 Daytona International Speedway

**Award of Distinction**  
 Sinfonia's "An Evening in Vintage  
 Hollywood with Pink Martini"  
 Demetrius Fuller  
 Kate Kelley  
 Janet Berberich

SWFAS Celebrates 30 Years of Recovery  
 Kevin B. Lewis, Southwest Florida  
 Addiction Services  
 Susan Bennett, APR, CPRC, Susan  
 Bennett Marketing & Media

Rollins College's 125<sup>th</sup> Anniversary  
 Ann Marie Varga, APR  
 Lauren Bradley  
 Costa DeVault

**Judges' Award**  
 EA SPORTS Virtual Playbook at  
 Otronicon – YouTuber Outreach  
 Curley & Pynn

20<sup>th</sup> Anniversary of the Americans with  
 Disabilities Act March and Celebration  
 Melanie Mowry Eters, APR, CPRC  
 Agency for Persons with Disabilities  
 Vocational Rehabilitation

SWFAS Celebrates 30 Years of Recovery  
 Kevin B. Lewis, Southwest Florida  
 Addiction Services  
 Susan Bennett, APR, CPRC, Susan  
 Bennett Marketing & Media

Rollins College's 125<sup>th</sup> Anniversary  
 Ann Marie Varga, APR  
 Lauren Bradley  
 Costa DeVault

**OTHER**

**Golden Image Award**  
 RTI Donor Services "Reflections of Life"  
 Family Services Program  
 RTI Donor Services Communications  
 Team

**Award of Distinction**  
 2011 Environmental Stewardship Awards  
 The Firefly Group  
 Keep Martin Beautiful

**DIVISION B  
 PRINTED TOOLS  
 OF PUBLIC RELATIONS**

**GRAND GOLDEN IMAGE AWARD**  
 Save Sand Hill Lakes  
 Salter & Mitchell  
 Save Sand Hill Lakes

**ANNUAL REPORT**

**Golden Image Award**  
 KUA 2009 Annual Report  
 Chris M. Gent, APR, CPRC  
 Rachael Gmerek  
 Kissimmee Utility Authority

**ANNUAL REPORT - *Continued***

**Award of Distinction**  
Fiscal Year 2010 Annual Report  
Mischa B. Kirby

Gainesville Regional Utilities 2009  
Annual Report  
Gainesville Regional Utilities

2010 Community Report  
Ryan Gerds, APR  
Mike Robertson  
Munroe Regional Medical Center

**BROCHURE**

**Golden Image Award**  
Sarasota CVB "Tour Architecture Guide"  
Sarasota Convention & Visitors Bureau

**Award of Distinction**  
GRU Consumer Confidence Report  
Excellence Award Supplement  
Amelia Marty

**MAGAZINE**

**Award of Distinction**  
Flagler College Magazine  
Brian Thompson

**NEWSLETTER - FOUR-COLOR**

**Award of Distinction**  
Speaking of Justice Print Newsletter  
Nancy Kinnally  
Gabrielle Davis

**POSTER AND CALENDAR**

**Golden Image Award**  
Reaching for the Stars Promotional  
Posters  
City of Tallahassee

**Award of Distinction**  
2011 Florida Ranches Calendar  
The Firefly Group  
Inhouse Advertising  
Carlton Ward Photography

Posing for a Cure  
Susan Lindenmuth

**Judges' Award**  
Posing for a Cure  
Susan Lindenmuth

**NEWS RELEASE**

**Golden Image Award**  
Bringing the Past to Life in  
*The New York Times*  
UCF News & Information

**Award of Distinction**  
Navia.com Launch News Release  
Priority Marketing  
VIP Realty Group  
NAVIA.com

NETC Trains NASA Astronaut  
Candidates  
Ed Barker

**OTHER**

**Golden Image Award**  
Save Sand Hill Lakes  
Salter>Mitchell  
Save Sand Hill Lakes

**Award of Distinction**  
Dairy 101 Resource Kit  
Diahann Smith  
Jennifer Whittaker-Sills  
Carolyn Reis

Direct Mail Appeal  
Hospice of Marion County  
Lila Ivey  
Jennifer Rogers

**DIVISION C  
AUDIO/VISUAL TOOLS  
OF PUBLIC RELATIONS**

**Grand Golden Image Award**  
Red Light Camera PSA  
City of Tallahassee

**ELECTRONIC COMMUNICATIONS**

**Golden Image Award**  
Click for the Stars  
City of Tallahassee

**Award of Distinction**  
Beaches of South Walton –  
BSWUpdate.com Blog  
Curley & Pynn

**Judges' Award**  
Click for the Stars  
City of Tallahassee

**VIDEO PUBLIC SERVICE/MORE  
THAN ONE MINUTE**

**Golden Image Award**  
Gaines Street Flash Mob  
City of Tallahassee

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

**Golden Image Award**  
Red Light Camera PSA  
City of Tallahassee

**Award of Distinction**  
Maggie's "Get Down. Get Out. Get on  
the Phone!" Video PSA Campaign  
Peveeta Persaud  
Miranda Iglesias  
Chief Walker and Maggie

**Judges' Award**  
Red Light Camera PSA  
City of Tallahassee

Maggie's "Get Down. Get Out. Get on  
the Phone!" Video PSA Campaign  
Peveeta Persaud  
Miranda Iglesias  
Chief Walker and Maggie

**VIDEO INSTITUTIONAL**

**Golden Image Award**  
Pet-ertainment Tonight  
City of Tallahassee

Judges' Award  
Pet-ertainment Tonight  
City of Tallahassee

**WEBSITE**

**Golden Image Award**  
Workforce Central Florida Website  
Workforce Central Florida

**Award of Distinction**  
All About Sarasota Kids Website  
KSC, Inc.

**OTHER**

**Golden Image Award**  
Judgement Free Zone Embraces Social  
Media  
Anson-Stoner Public Relations

**Award of Distinction**  
CS/SB 2442 (Flagship Bill) Opposition  
Facebook Group  
Ryan Cohn  
HL Prindle

**Judges' Award**  
Judgement Free Zone Embraces Social  
Media  
Anson-Stoner Public Relations

Council on Aging of West Florida  
YouTube Channel  
Jeff Nall, APR, CPRC

**DIVISION D  
STUDENT PROJECT  
IN PUBLIC RELATIONS**

**PUBLIC RELATIONS CAMPAIGN**

**Golden Image Award**  
FPRA Student Capital Chapter  
Membership Drive  
FPRA Student Capital Chapter

**Award of Distinction**  
Appetite 4 Life Public Relations  
Campaign  
Wellspring PR 2011

Communication Week 2011 –  
"Communicate to Motivate"  
Kayla Sullivan  
Kayla Ward

**COMPUTER-GENERATED  
COMMUNICATION**

**Award of Distinction**  
RM New Media  
Rebecca Lynn Morse