

## Division A Public Relations Programs

**Dick Pope All Florida  
Golden Image Award**  
Florida Cattle Ranching & Florida  
Cowboys Exhibits  
Paul Ramey, APR; Leeann Bright;  
Logan Gerber

### Community Relations

**Golden Image Award**  
Project Mayday  
BowStern

**Award of Distinction**  
Success is in Sight  
Transitions Optical  
Burson-Marsteller

**Judges' Award**  
Project Mayday  
BowStern

### Public Service

**Golden Image Award**  
Second Harvest: Fast Friday  
America's Second Harvest of Coastal  
Georgia, BowStern

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

National Donate Life Month 2011  
LifeQuest Organ Recovery Services

**Judges' Award**  
Second Harvest: Fast Friday  
America's Second Harvest of Coastal  
Georgia, BowStern

"Walk in My Shoes" Campaign  
Ron Sachs Communications

National Donate Life Month 2011  
LifeQuest Organ Recovery Services

### Institutional

**Golden Image Award**  
Santa Rosa Transit: Local Lift  
West Florida Regional Planning  
Council, BowStern

### Public Information

**Golden Image Award**  
LeRoy Collins Institute  
CoreMessage, Inc.  
LeRoy Collins Institute

**Award of Distinction**  
"Bridges of America" Campaign  
Ron Sachs Communications

**Judges' Award**  
LeRoy Collins Institute  
CoreMessage, Inc.  
LeRoy Collins Institute

### Crisis Communications

**Golden Image Award**  
UF&Shands Crisis Communications  
Response to I-75 Tragedies  
UF&Shands Communications

**Award of Distinction**  
Amateur Athletic Union – Sexual Abuse  
Allegations  
Ron Sachs Communications

### Internal

**Judges' Award**  
The Lin-Credible Awards  
City of Tallahassee

### Promotional/Marketing

**Golden Image Award**  
Florida Cattle Ranching & Florida  
Cowboys Exhibits  
Paul Ramey, APR; Leeann Bright;  
Logan Gerber

**Award of Distinction**  
The Cloisters of DeLand Advertising  
Overhaul  
VP Communications  
The Cloisters of DeLand

Shell Point Discovery Club Program  
Jessica Clark, APR  
Lynn Schneider, APR, CPRC  
Rochelle Cherniawski

South Walton: Driving Tourism  
Recovery from the Deepwater Horizon  
Oil Spill  
Curley & Pynn, South Walton Tourist  
Development Council

**Judges' Award**  
VIB Rewards Program  
Samantha Scott, APR

### Public Affairs

**Golden Image Award**  
"Bad Bet for Florida" Campaign  
Ron Sachs Communications

**Award of Distinction**  
Put the Brakes on Accident Fraud  
Moore Consulting Group

**Judges' Award**  
Fair Energy for Floridians  
Moore Consulting Group

### Special Events

**Golden Image Award**  
Gator Aid Disaster Response Drive:  
Helping Our Neighbors  
in Tuscaloosa, AL  
Sandy Cory  
Karen Smittle, APR, CPRC  
Bill McElroy & CH2M Hill

**Award of Distinction**  
Base Ops Dedications Ceremony  
Lee County Port Authority Public  
Affairs Team

Cockroach Bay Restoration Project  
Dedication Ceremony  
Amy Harroun, Cara Martin,  
Allen Yarbrough

Linda's Run For The Dream 5K by ME  
STRONG  
ME STRONG  
VP Communications

Recipe for Success: DBPR's Mobile  
Food Vendor Fair  
Department of Business and  
Professional Regulation  
Sandi Poreda, Beth Frady

Love That Dress!  
PACE Center for Girls of Lee County,  
Christin Collins, Melissa Cofta, APR

**Judges' Award**  
Gator Aid Disaster Response Drive:  
Helping Our Neighbors in Tuscaloosa,  
AL  
Sandy Cory; Karen Smittle, APR,  
CPRC; Bill McElroy & CH2M Hill

### Other

**Award of Distinction**  
3<sup>rd</sup> Annual 30A Songwriters Festival  
Tracy Louthain, APR, CPRC

## Division B Printed Tools of Public Relations

**Grand Golden Image Award**  
Circle of Life: Making Mulch of a  
Majestic Oak  
Sandra Manning, Lorin Pratt,  
Kynder Crossner

### Annual Report

**Golden Image Award**  
The Florida Department of Children  
and Families 2011 Year In Review:  
Transformation of an Agency  
The Florida Department of Children  
and Families

**Judges' Award**  
The Florida Department of Children  
and Families 2011 Year In Review:  
Transformation of an Agency  
The Florida Department of Children  
and Families

### Magazine

**Golden Image Award**  
Florida Hospital: Best in Care  
Michelle Lynch, Dawn Vaughn,  
McMurry, Inc.

US Airways Magazine Special Section  
VISIT SARASOTA COUNTY  
Harry Leopold  
AAS & Cultural Alliance of Sarasota  
County, Inc.

**Award of Distinction**  
Florida.HIGH.TECH 2011  
Curley & Pynn

**Judges' Award**  
Florida Hospital: Best in Care  
Michelle Lynch, Dawn Vaughn,  
McMurry, Inc.

**Poster and Calendar**

**Golden Image Award**  
2012 Florida Ranches Calendar  
The Firefly Group  
Carlton Ward Photography  
Family Lands Remembered

**Judges' Award**  
2012 Florida Ranches Calendar  
The Firefly Group  
Carlton Ward Photography  
Family Lands Remembered

**News Release**

**Golden Image Award**  
Windjammer Landing "Steals"  
Headlines  
Anson-Stoner PR Team

**Award of Distinction**  
Save the Chimps Media Release  
The Firefly Group  
Save the Chimps

**Judges' Award**  
Windjammer Landing "Steals"  
Headlines  
Anson-Stoner PR Team

**Specialty Item**

**Golden Image Award**  
Circle of Life: Making Mulch of a  
Majestic Oak  
Sandra Manning, Lorin Pratt,  
Kynder Crossner

**Award of Distinction**  
Promotional Incentives "PI Gumby"  
Promotional Incentives, Inc.  
Holly Originals

**Judges' Award**  
Circle of Life: Making Mulch of a  
Majestic Oak  
Sandra Manning, Lorin Pratt,  
Kynder Crossner

**Other**

**Award of Distinction**  
Hibiscus Children's Center "25 Year  
History Book"  
Tracy Natiello  
Hibiscus Children's Center

Rat Pack Reunion Sponsorship  
Solicitation Packet  
Council on Aging of West Florida  
Ideawörks

**Division C**  
**Audio/Visual/Online Tools of**  
**Public Relations**

**Grand Golden Image Award**  
Shell Point Website Redesign –  
www.shellpoint.org  
Mike Haber, Rich Cerrina,  
Shell Point Retirement Community

**Online Audience Engagement**

**Golden Image Award**  
Ford en Español Facebook Page  
Moore Consulting Group

**Award of Distinction**  
"Walk in My shoes" Social Media  
Campaign  
Ron Sachs Communications

**Online Promotion**

**Golden Image Award**  
"Best Roommate" Social Promotion  
Campaign  
Ryan Cohn, Brian O'Toole,  
What's Next Marketing

**Judges' Award**  
"Best Roommate" Social Promotion  
Campaign  
Ryan Cohn, Brian O'Toole,  
What's Next Marketing

**Online Newsletter**

**Award of Distinction**  
Ryan on Record E-Newsletter  
VP Communications  
Ryan Insurance & Financial

**Video – Internal**

**Award of Distinction**  
OUCARES Employee Fund Drive  
Timothy Trudell

**Video – Public Service/  
more than one minute**

**Golden Image Award**  
Online, On Time – StarMetro  
Webisodes  
Heather Teter, Tonya Herron

**Award of Distinction**  
"Don't Pack a Pest" Outreach Program  
Video  
Denise Feiber, APR; Ellen Dyck;  
Jeffrey Lotz

**Judges' Award**  
Online, On Time – StarMetro  
Webisodes  
Heather Teter, Tonya Herron

**Video – Public Service/  
one minute or less**

**Award of Distinction**  
The Capital Way to Shop – Local  
Business Saturday  
Mayor John R. Marks, III; Max Stout

**Video – Promotional/Marketing**

**Golden Image Award**  
Ouch! Accidents Happen  
Salter>Mitchell  
FBMC Benefits Management

**Award of Distinction**  
Guadalupe Center "239 Men" 30-  
Second Video Spot  
Craig Bamberg

**Website**

**Golden Image Award**  
Shell Point Website Redesign –  
www.shellpoint.org  
Mike Haber, Rich Cerrina,  
Shell Point Retirement Community

FLChamber.com  
Taproot Creative  
Florida Chamber of Commerce

**Award of Distinction**  
Transit Planning: Making Your Mark  
West Florida Regional Planning  
Council  
Center for Urban Transportation  
Research, Bowstern

**Judges' Award**  
Shell Point Website Redesign –  
www.shellpoint.org  
Mike Haber, Rich Cerrina,  
Shell Point Retirement Community

**Other**

**Golden Image Award**  
Volusia County Fair Smartphone  
Application  
VP Communications  
Volusia County Fair

**Award of Distinction**  
Florida Network of Youth & Family  
Services – Online Annual Report 2010  
Salter>Mitchell

**Judges' Award**  
Volusia County Fair Smartphone  
Application  
VP Communications  
Volusia County Fair

**Division D**  
**Student Projects in Public**  
**Relations**

**Public Relations Campaign**

**Golden Image Award**  
Giggle in Gear!  
Giggle in Gear!  
University of Florida

**Award of Distinction**  
Pensacola Museum of Art Public  
Relations Campaign  
Wellspring PR 2012

Changing Behavior through Social  
Media  
FPRA Student Capital Chapter

**Judges' Award**  
Giggle in Gear!  
Giggle in Gear!  
University of Florida

Changing Behavior through Social  
Media  
FPRA Student Capital Chapter