

2013 Golden Image Awards Winners

Division A – Public Relations Programs

Dick Pope All Florida Golden Image

Honoring Those Who Served U.S. Campaign
Florida Department of Veterans' Affairs
Sachs Media Group

1. Community Relations

Golden Image Award

Honor Flight Tallahassee
Moore Communications Group
Honor Flight Tallahassee

Award of Distinction

Disability Employment Awareness
Melanie Mowry Ethers, APR, CPRC
APD Communications Team

Judges' Award

Honor Flight Tallahassee
Moore Communications Group
Honor Flight Tallahassee

2. Public Service

Award of Distinction

Bringing Beauty Full Circle: Miccosukee/Fleischmann Improvement Project
City of Tallahassee

Countdown to Choose
Vicki Davis
Kherrri Anderson

The Vote's in Your Court
Moore Communications Group
The Florida Bar

3. Institutional

Golden Image

Honoring Those Who Served U.S. Campaign [pronounce U.S. as us]
Florida Department of Veterans' Affairs
Sachs Media Group

Award of Distinction

Lee BIA Builders Care Certified Builder Partner Program
Lee BIA Builders Care
Priority Marketing of SWFL
Stock Development

Pledge To Vote
Vicki Davis
Kherri Anderson

4. Public Information

Award of Distinction

Bike Box: Get Behind It
City of Tallahassee

6. Internal

Golden Image Award

Facebook Launch for Southwest Florida International Airport
Lee County Port Authority
Public Affairs Team

Judges' Award

Facebook Launch for Southwest Florida International Airport
Lee County Port Authority
Public Affairs Team

Munroe's Employee eNewsletter
Munroe Regional Medical Center
Mike Robertson
Ryan Gerds, APR

Hospice of Marion County's United Way Campaign
Lisa Varner
Lila Ivey

7. Promotional/Marketing

Golden Image

Florida Museum of Natural History Cruisin' the Fossil Freeway
Paul Ramey, APR
Leeann Hewlett
Logan Gerber

Judges' Award

Marion County's "Bids for Business" Campaign
Christy Jergens
Barbra Hernández, APR
Marion County Procurement Services

8. Public Affairs

Golden Image

Justice For Eric Brody
Sachs Media Group

Award of Distinction

Cancer Treatment Fairness Act
Moore Communications Group

Judges' Award

"Florida Tax Collectors" Campaign
Sachs Media Group

9. Special Events

Golden Image

UCF's Asteroid Encounter
UCF News & Information
Zenaida Kotala

Award of Distinction

Nemours Children's Hospital Dedication Ceremony
Fry Hammond Barr
Allison Pope-Shutts
Christina Morton, APR

Judges' Award

An Evening of Laughs with Kevin Nealon
Debra Webb, APR, HOPE Clubhouse of Southwest Florida
Susan Bennett, APR, CPRC, Susan Bennett Marketing & Media, L.C.
Chris Nealon, REACH FREQ

Pinedemonium Music & Food Festival
Shawna Gallagher Vega, APR

UCF's Asteroid Encounter
UCF News & Information
Zenaida Kotala

10. Other

Golden Image

The Impostulators – Uncovering Unlicensed Activity; Accounting Student Video Contest
The Department of Business and Professional Regulation
The Florida Institute of Certified Public Accountants

Award of Distinction

Maxwell Health Ambassador Engagement
Moore Communications Group

Judges' Award

The Impostulators – Uncovering Unlicensed Activity; Accounting Student Video Contest
The Department of Business and Professional Regulation
The Florida Institute of Certified Public Accountants

Division B – Printed Tools of Public Relations

Grand All Golden Image Award

What's Next?: MetroPlan Orlando 2012 Annual Report
Cynthia Lambert, APR
Mary Ann Horne

1. Annual Report

Golden Image

What's Next?: MetroPlan Orlando 2012 Annual Report
Cynthia Lambert, APR
Mary Ann Horne

Judges' Award

What's Next?: MetroPlan Orlando 2012 Annual Report
Cynthia Lambert, APR
Mary Ann Horne

2. Brochure

Golden Image

Canterbury School – Grandparent Annual Fund Appeal Brochure
Carolyn Rogers, APR, CPRC
Deborah Johnson

Judges' Award

Canterbury School – Grandparent Annual Fund Appeal Brochure
Carolyn Rogers, APR, CPRC
Deborah Johnson

3. Magazine

Golden Image

Florida High Tech Corridor Council – florida.HIGH.TECH 2012
Curley & Pynn

5. Poster and Calendar

Golden Image

2013 Florida Ranches Calendar
The Firefly Group
Carlton Ward Photography
InHouse Advertising

Award of Distinction

The Impostulators – Uncovering Unlicensed Activity; Accounting Student Video Contest
The Department of Business and Professional Regulation
The Florida Institute of Certified Public Accountants

Judges' Award

2013 Florida Ranches Calendar
The Firefly Group
Carlton Ward Photography
InHouse Advertising

6. News Release

Golden Image

JAX2025 – The Vision for Jacksonville Launch Release
Maria Coppola, APR

Award of Distinction

Milky Way Cupcakes: A Savior for NASA's Non-Manned Missions?
UCF News & Information
Zenaïda Kotala

Modern Day Mother's Day
Samantha Scott, APR
Terri Davidson-Cabitt

John Carroll High School's Media Coverage Stemming from its "Txting & Driving: It can wait"
Press Release
Jennifer M. Trefelner, APR

Judges' Award

Milky Way Cupcakes: A Savior for NASA's Non-Manned Missions?
UCF News & Information
Zenaïda Kotala

Modern Day Mother's Day
Samantha Scott, APR
Terri Davidson-Cabitt

John Carroll High School's Media Coverage Stemming from its "Txting & Driving: It can wait"
Press Release
Jennifer M. Trefelner, APR

Title IX Op-Ed (Florida High School Athletic Association)
Sachs Media Group

100 Seizures a Day: Surgery Saves Boy's Life
Florida Hospital Best in Care Team
Florida Hospital Experience Network

8. Specialty Item

Golden Image

United Way's Monopoly Mouse Pad
Tina Banner, APR, CPRC
United Way of Marion County
JJ Fields

9. Other

Golden Image

Judicial Merit Retention Media Kit
Democracy at Stake
Salter>Mitchell

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

Grand All Golden Image Award

Best Parks in America – Best of Summer
Kelly Robertson
Tom Derzypolski
Maggie Peterson

2. Online Audience Engagement

Golden Image

Best Parks in America – Best of Summer
Kelly Robertson
Tom Derzypolski
Maggie Peterson

Award of Distinction

“Walk in My Shoes” Social Media Campaign
Sachs Media Group

Searching for Sara Facebook Campaign
Visit Sarasota County
At Large, Inc.

Judges’ Award

Best Parks in America – Best of Summer
Kelly Robertson
Tom Derzypolski
Maggie Peterson

“Walk in My Shoes” Social Media Campaign
Sachs Media Group

3. Online Promotion

Award of Distinction

The Water Quality & Health Council’s “Healthy Pools” Social Promotional Campaign
Sachs Media Group

Marion County Animal Services’ Pet Disaster Preparedness E-brochure
Elaine Delorio McClain
Marion County Animal Services

Judges’ Award

Marion County Animal Services’ Pet Disaster Preparedness E-brochure
Elaine Delorio McClain
Marion County Animal Services

4. Online Newsletter

Award of Distinction

Visit South Walton – South Walton “What’s New” eNewsletter
Curley & Pynn

Judges’ Award

Visit South Walton – South Walton “What’s New” eNewsletter
Curley & Pynn

6. Video – Public Service/More than one minute

Golden Image

What a Tease! Bike Box Promotional Teaser Videos
City of Tallahassee

Award of Distinction

SafeSpace “Walk A Mile In Her Shoes” Video
The Firefly Group
Steven Martine Films
SafeSpace

Judges’ Award

What a Tease! Bike Box Promotional Teaser Videos
City of Tallahassee

SafeSpace “Walk A Mile In Her Shoes” Video
The Firefly Group
Steven Martine Films
SafeSpace

Epilepsy Explained: Finding the Right Treatment
Florida Hospital Best in Care Team
Florida Hospital Experience Network

9. Video – Promotional/Marketing

Award of Distinction

JAX2025 – Sound of the City Video
Broadbased Communications, Inc.
Patrick Barry
Al Letson

10. Video News Release

Judges’ Award

UFSelect Benefits Microsite
FBMC Benefits Management

11. Website

Golden Image Award

RTI Biologics’ Intranet Redesign
Wendy Crites Wacker, APR
Jenny Highlander, APR
Leah Craig

Award of Distinction

Moore Communications Group Website
Moore Communications Group
Judges' Award

Moore Communications Group Website
Moore Communications Group

12. Presentation

Award of Distinction

Storage Opportunities PowerPoint Presentation
Carla Ulakovic
East County Water Control District

Judges' Award

Storage Opportunities PowerPoint Presentation
Carla Ulakovic
East County Water Control District

Division D – Student Projects in Public Relations

Grand All Golden Image Award

Spot It, Stop It
UF Bateman Team 2013

5. Public Relations Campaign

Golden Image

Spot It, Stop It
UF Bateman Team 2013

Award of Distinction

Friends of the West Florida Public Library
Wellspring PR
University of West Florida

Judges' Award

Spot It, Stop It
UF Bateman Team 2013