



2017 Golden Image Award Winners

Presented by the Florida Public Relations Association

Division A

Public Relations Programs

Public Affairs

Dick Pope All Florida

Golden Image Award

Polk County Regional Water Initiative
Cindy Rodriguez
Ryan Taylor
Gene Heath

Community Relations

Golden Image Award

VNA Caregiver Conference
Steve Smith
Meg Cunningham
Sara Almond

Judges' Award

H2O for Heroes 2016
Firehouse Subs
The Zimmerman Agency

Judges' Award

Tourism Fights Hunger
Visit Sarasota County

Judges' Award

VNA Caregiver Conference
Steve Smith
Meg Cunningham
Sara Almond

Award of Distinction

H2O for Heroes 2016
Firehouse Subs
The Zimmerman Agency

Public Service

Golden Image Award

Election Ready
Jennifer J. Edwards
Trish Robertson, APR
Heather Wysocki

Judges' Award

Disability Employment Awareness
Campaign
Melanie Mowry Etters, APR, CPRC
Agency for Persons with
Disabilities Communications Office

Judges' Award

Love and Courage: UCF Unites in
The Aftermath of Pulse
UCF Communications & Marketing

Judges' Award

Southwest Florida Water Management
District's Flatford Swamp Outreach
Public Affairs Bureau
Water Resources Bureau
Ombudsman

Award of Distinction

Disability Employment Awareness
Campaign
Melanie Mowry Etters, APR, CPRC

Institutional

Judges' Award

Countdown to Enterprise
Jennifer J. Edwards
Trish Robertson, APR
Heather Wysocki

Award of Distinction

CareerSource Florida Statewide
Cooperative Outreach Program
Ayla Anderson, Moore Comm. Group
Ashlee Weber, Moore Comm. Group

Award of Distinction

Heart of Florida Health Center's
Measure Up Marion Program
Ginger Broslat, APR, CPRC
Maclyn Walker, MSW
Digital Fury and JJ Fields

Crisis Communication

Award of Distinction

Crisis Communication:
Hurricane Matthew
Erick Gill

Internal

Judges' Award

The Grads Are Back
Orange County Public Schools

Award of Distinction

Gulf Power United Way Campaign
Mark Telhiard
Dane MacKendrick
Kimberly Blair

Award of Distinction

Your Health Matters
Robyn Felix

Promotional/Marketing

Golden Image Award

Take the T – Tallahassee's Free
Trolley
City of Tallahassee

Judges' Award

Bringing Friends Together Forever
With SPCA Tampa Bay and
Hill's Pet Nutrition
Missy MacFarlane
Laura Fontanills
Kelley Sheehan

Award of Distinction

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Public Affairs

Golden Image Award

Polk County Regional Water Initiative
Cindy Rodriguez
Ryan Taylor
Gene Heath

Judges' Award

Polk County Regional Water Initiative
Cindy Rodriguez
Ryan Taylor
Gene Heath

Judges' Award

Under the Roof – Circus Arts
Conservatory Arena Improvement
Legislative Request
Colleen Thayer, APR, CPRC
Jennifer Mitchell

Integrated Marketing

Golden Image Award

Salter>Mitchell and FVAP –
Americans Can Vote –
Wherever They Are
Maggie Lawrence
Christene Jennings
Lynne Lotenberg

Judges' Award

Gulf 'Ghost' Town Center
Pushing the Envelope, Inc.

Judges' Award

Love is in the Air –
Corpse Plant Dual Bloom 2016
Mischa Kirby, APR
Darren Erickson

Award of Distinction

Love is in the Air –
Corpse Plant Dual Bloom 2016
Mischa Kirby, APR
Darren Erickson

Reputation Management

Golden Image Award

Orange County Utilities –
Automated Curbside
Collection Program
Jim Becker
Debbie Sponsler
Jamie Floer, APR, CPRC

Special Events

Golden Image Award

U.S. Launch of EA "Play to Learn"
Digital Education Initiative
Curley & Pynn

Judges' Award

Pokemon in the Park
City of Tallahassee

Judges' Award

Southwest Florida Water
Management District
Semi-Annual Employee Meetings
Brittany J. Jackson
Kenna Harrison
Allen Yarbrough

Award of Distinction

Pokemon in the Park
City of Tallahassee

Award of Distinction

Southwest Florida Water
Management District
Semi-Annual Employee Meetings
Brittany J. Jackson
Kenna Harrison
Allen Yarbrough

Other

Golden Image Award

FPRA SWFL Chapter
2016 Media Breakfast
Randy Mitchelson, APR
Mike Jackson, APR

Judges' Award

FPRA SWFL Chapter
2016 Media Breakfast
Randy Mitchelson, APR
Mike Jackson, APR

Division B

Printed Tools of Public Relations

Other

Grand Golden Image Award

2016 Osceola Hurricane Handbook
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Kayla Stanley, APR

Annual Report

Award of Distinction

2015/2016 United Way of
Martin County
United Way of Martin County

Award of Distinction

KUA 2015 Annual Report -
Gather Round
Chris M. Gent, APR, CPRC
Kayla Stanley, APR

Brochure

Golden Image Award

Heart of Florida Health Center
Brochure
Heather James
Ginger Broslat, APR, CPRC
Andy Stracuzzi

Magazine

Golden Image Award

Florida. High Tech Corridor
Council's Florida.High.Tech 2016
Curley & Pynn

Award of Distinction

Moffitt Cancer Center Momentum 30th
Anniversary Edition
Cathy Clark, APR
Ann Baker

Poster and Calendar

Golden Image Award

2017 Florida Ranches Calendar
The Firefly Group
Florida Ranches Calendar

News Release

Judges' Award

NETPDC BIBs on Navy Cool
Ed Barker, NETPDC PAO

Award of Distinction

Cemetery Balloon Safety
News Release
Chris M. Gent, APR, CPRC
Kayla Stanley, APR

News Release

Award of Distinction

NETPDC BIBs on Navy Cool
Ed Barker, NETPDC PAO

Specialty Item

Judges' Award

We're Fans of Downtown Promotion
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Kayla Stanley, APR

Award of Distinction

We're Fans of Downtown Promotion
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Kayla Stanley, APR

Other

Golden Image Award

2016 Osceola Hurricane Handbook
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Kayla Stanley, APR

Judges' Award

2016 Osceola Hurricane Handbook
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Kayla Stanley, APR

Award of Distinction

State of the Nonprofit Sector Report
Salter>Mitchell and the
Institute for Nonprofit
Innovation and Excellence
Maggie Lawrence
Stefanie Stricklin
Chris Mantzanas

Division C

Digital Tools of Public Relations

Video-Institutional

Grand Golden Image Award

Health First's Compelling "It's a
Nurse" Video Captures Hearts
Jeni Hater
Matthew Gerrell
Shona Price

Online Audience Engagement

Golden Image Award

Newman-Dailey Resort Properties
Blogger Retreat
Tracy Louthain, APR, CPRC
Jeanne Dailey

Judges' Award

City of Palms Classic
Conric PR & Marketing

Judges' Award

Newman-Dailey Resort Properties
Blogger Retreat
Tracy Louthain, APR, CPRC
Jeanne Dailey

Award of Distinction

City of Palms Classic
Conric PR & Marketing

Award of Distinction

Out of Tragedy, a Christmas Tradition
Duke Energy Corporate
Communications
Crystal River Nuclear Plant
Digital Fury Productions

Video: Public Service

Golden Image Award

Zombie Survival Guide to
Bicycle Safety
Jason Giraulo
Tom Hanson
Cindi Lane, APR

Judges' Award

Count Me in Too, 2016!
Vicki Davis
Kherri Anderson

Judges' Award

Fighting DUI: Using
Partnerships to Create Awareness
Courtney Gilmartin
Amanda Sellers

Award of Distinction

Fighting DUI: Using
Partnerships to Create Awareness
Courtney Gilmartin
Amanda Sellers

Award of Distinction

Transportation Disadvantaged
Program Video
Mary Ann Horne
Cynthia Lambert, APR
MetroPlan Orlando

Video: Institutional

Golden Image Award

Health First's Compelling "It's a
Nurse" Video Captures Hearts
Jeni Hatter
Matthew Gerrell
Shona Price

Judges' Award

Health First's Compelling "It's a
Nurse" Video Captures Hearts
Jeni Hatter
Matthew Gerrell
Shona Price

Judges' Award

Moffitt Cancer Center "30 Years of
Courage"
Jeremy Peplow
Lizette Robles
Ann Baker

Award of Distinction

Moffitt Cancer Center "30 Years of
Courage"
Jeremy Peplow
Lizette Robles
Ann Baker

Video: Promotional Marketing

Golden Image Award

Sea Turtle License Campaign
Mary Beth Head
DJ Head

Judges' Award

Dreggors, Rigsby & Teal, PA:
When Accountant Met Video
Vickie Pleus, APR, CPRC
Ron Cantlay, CPA, CFP

Video: Promotional Marketing

Award of Distinction

Florida Eye Institute – Are You Ready
To Experience Truly Exceptional
Patient Care?
Cindi Green, RN, APR, Florida Eye
Institute
Bryan Smith, 8th Avenue Studios

Video: News Release

Golden Image Award

Arnold Palmer Hospital's
Good Night Lights
Orlando Health Media Relations

Judges' Award

Arnold Palmer Hospital's
Good Night Lights
Orlando Health Media Relations

Judges' Award

Art in Motion
City of Tallahassee

Award of Distinction

Art in Motion
City of Tallahassee

Website

Golden Image Award

SCPS Website
Seminole County Public Schools
Solodev

Award of Distinction

The New MetroPlanOrlando.org
Cynthia Lambert, APR
Mary Ann Horne
Susan Ennis, APR, CPRC

Other

Golden Image Award

#CBGETSIT
Coldwell Banker NRT