



2022 Golden Image Award Winners

Presented by the Florida Public Relations Association

Division A **Public Relations Programs**

Public Service

Dick Pope All Florida Golden Image Award
#IGotMyShot Campaign to Combat Vaccine Hesitancy
Despina McLaughlin, APR
Sarah Dillon

Community Relations

Golden Image Award

Art for Democracy by the Collier County Supervisor of Elections
Jennifer J. Edwards
Trish Robertson, APR, CPRC
Landy Godines

Award of Distinction & Judges' Award

Firehouse Subs Supports Tornado Disaster Relief Fundraiser
Firehouse Subs

Award of Distinction

Reefs for Resilience: Lockheed Martin Makes Waves with Restore Our Shores
Nina Salvaggio Wagner, APR

Judges' Award

Living Reef Dedicated to Lost Founder
Jenny Tomes, APR

Public Service

Golden Image Award

#IGotMyShot Campaign to Combat Vaccine Hesitancy
Despina McLaughlin, APR
Sarah Dillon

Award of Distinction

Converting Franchise Area Five to Same-Day Collection
Lee County Solid Waste

Award of Distinction

Weeki Wachee River Education Campaign
Michele Sager, APR
Andrea Villari
Casey Cumley

Award of Distinction

Higher-Paying Jobs for PSL Educational Campaign
City of Port St. Lucie

Institutional

Judges' Award

Healthcare Network End-of-Year Campaign
Priority Marketing

Internal

Golden Image Award

UF CJC Gator to Gator Coaching Program
University of Florida College of Journalism and Communications
Office of Careers and Corporate Partnerships

Award of Distinction

Duke Energy's Power Plant Worker Appreciation Campaign
Duke Energy Corporate Communications
Power Plant Worker Appreciation Campaign Team

Promotional/Marketing

Golden Image Award & Judges' Award

Liquid Creative (Straight Line Construction)
Jen Pagh
Scott Schroeder, APR, CPRC
Matias Raby

Award of Distinction & Judges' Award

"Experience Vintage Florida": Warm Mineral Springs Park Campaign
North Port Parks & Recreation Department

Award of Distinction & Judges' Award

City of Cocoa "Serving My Community. Growing My Career." Recruitment Campaign
Samantha Senger, APR, CPRC
Rachel Horst

Award of Distinction & Judges' Award

Give the Gift of the Dock Pushing the Envelope, Inc.

Public Affairs

Golden Image Award & Judges' Award

Water Conservation Campaign
Cindy Rodriguez
Robin Grantham

Integrated Marketing

Golden Image Award & Judges' Award

Sarasota Music Festival Fellow Recruitment Campaign
KSC Inc.
Sarasota Orchestra

Award of Distinction

Visit Pensacola Saves the U.S. Navy Blue Angels 75th Anniversary Homecoming Airshow
Visit Pensacola

Reputation Management

**Award of Distinction
& Judges' Award**

Toho Water Authority - Getting Back
on Track Campaign
Toho Communications Team

Special Event

**Golden Image Award
& Judges' Award**

Hired on the Spot
Leon County Government

**Award of Distinction
& Judges' Award**

Firehouse Subs Rescues Firth
Volunteer Fire Station
Taylor Schillace
Firehouse Subs

**Award of Distinction
& Judges' Award**

Huntsville Students #HUNT for
Lockheed Martin Geocaches in
Unique Mission
Nina Salvaggio Wagner, APR
Stephanie Bastiaans
Kelly Collins

Award of Distinction

“Volusia/Flagler Chapter of FPRA
Media Day at
Daytona International Speedway”
Volusia/Flagler Chapter of FPRA
Cyndi Hines & Mary Dorn, APR

Award of Distinction

Market Trends
Priority Marketing

Award of Distinction

Space Coast Office of Tourism:
Promoting Surfing Santas
Meagan Happel
Charity Stewart
Alyssa Serres

Judges' Award

Dreams Come True Flags Fore Dreams
Dreams Come True of Jacksonville
Kate Wriz
Andrea Siracusa, APR, CPRC

Virtual Special Even

Golden Image Award

Optima Classical Academy –
Virtual Reality News Conference
Sachs Media
Optima Foundation

Award of Distinction

Survive and Thrive Advocacy Center
Imagine Freedom Campaign
SalterMitchell PR
Survive and Thrive Advocacy Center

Award of Distinction

Created Equal
Leon County Government

Judges' Award

Gone But Not Forgotten –
City of DeLand Virtual
Memorial Day Ceremony
Chris Graham, MBA, APR

Other

Golden Image Award

MetroPlan Orlando 2021 Regional
Transportation Survey
Cynthia Lambert, APR
Mary Ann Horne
Leilani Vaiaoga

Division B

Collateral of Public Relations

News Release or Pitch

Grand Golden Image Award

Adult Adoption Story
Sharon Kunkel, APR
Wordslinger Marketing & PR

Annual Report

**Golden Image Award
& Judges' Award**

Guadalupe Center Annual
Impact Report
Priority Marketing

Award of Distinction

FMPA 2020 Annual Report
Florida Municipal Power Agency

Award of Distinction

Barancik Foundation:
2021 Year in Review
Teri A. Hansen
Murray Devine

Brochure

**Award of Distinction
& Judges' Award**

Essential Libraries Initiative
Leon County Government

Award of Distinction

Ocala Symphony
46th Season Brochure
Pamela Calero Wardell
Savannah Silliman
Andy Stracuzzi

Judges' Award

Toho Water Authority – Customer
Info-Book Comes to Caribbean Isle
Toho Communications Team

News Release or Pitch

**Golden Image Award
& Judges' Award**

Adult Adoption Story
Sharon Kunkel, APR
Wordslinger Marketing & PR

**Award of Distinction
& Judges' Award**

Operation Rescue
Sarah Whitfield
Santa Rosa County
Public Information Office

Specialty Item

Award of Distinction

Weeki Wachee River
Education Campaign
Michele Sager, APR
Andrea Villari
SWFWMD Com Team

Other

**Award of Distinction
& Judges' Award**

Group Home Vaccine Posters
Melanie Mowry Ethers, APR, CPRC

Division C

Digital Tools of Public Relations

Online Audience Engagement

Grand Golden Image Award

"To Meat or Not to Meat"

Kim Livengood, APR, CPRC

Chef Lisa Shields

Online Audience Engagement

**Golden Image Award
& Judges' Award**

"To Meat or Not to Meat"

Kim Livengood, APR, CPRC

Chef Lisa Shields

**Award of Distinction
& Judges' Award**

Conway Community Trail of Lights

Chris M. Gent, APR, CPRC

Digital Promotion

Award of Distinction

Liquid Creative (CorsPaint)

Jen Pagh

Scott Schroeder, APR, CPRC

Jea Pion

Social Media

**Golden Image Award
& Judges' Award**

#IGotMyShot Campaign to

Combat Vaccine Hesitancy

Sarah Dillon

Despina McLaughlin, APR

Award of Distinction

Gator Nation Giving Day

Social Media Campaign

Tina Banner, APR, CPRC

Acadia Schwartz

University of Florida Advancement
Strategic Communications, Marketing
and Engagement

Video – Internal

Judges' Award

Igniting a New Chapter

Liz Slobodian, APR

Firehouse Subs

CROP Creative Media

Video External

**Golden Image Award
& Judges' Award**

Liquid Creative

(Straight Line Construction)

Jen Pagh

Scott Schroeder, APR, CPRC

Matias Raby

Award of Distinction

Guadalupe Center

"We are the World" Video

Priority Marketing

Award of Distinction

When Fire Meets Water:

Firehouse Subs B-Roll

Firehouse Subs

Judges' Award

Group Home Vaccine Video

Melanie Mowry Eters, APR, CPRC

Video – Public Service

**Golden Image Award
& Judges' Award**

#IGotMyShot Campaign to Combat

Vaccine Hesitancy

Despina McLaughlin, APR

Sarah Dillon

Sharon Dennis

Video - Institutional

Award of Distinction

FMPA's 2021 State of the

Agency Video

Florida Municipal Power Agency

Aqueous Films

Oxenfree Film & Motion

Website

**Award of Distinction
& Judges' Award**

Space Coast Transportation Planning
Organization's 2021 Website Redesign

Space Coast Transportation

Planning Organization

Abby Hemenway, APR

Division D

**Student Projects in
Public Relations**

Public Relations Campaign

**Golden Image Award
& Judges' Award**

Revive FGCU FPRA

Alexa Gutierrez

Heather Nash

Emily Fluharty

Social Media

**Award of Distinction
& Judges' Award**

SOS Social Media

Rebranding Campaign

PUR6990 Social Media for

Advertising and Public Relations

Strategic Communication &

Leadership, M.A.

University of West Florida

Award of Distinction

#DreamTogether Campaign

Thomas Ross