



2020 Golden Image Award Winners

Presented by the Florida Public Relations Association

Division A

Public Relations Programs

Community Relations

Dick Pope All Florida Golden Image Award

Crystal River Nuclear Plant Stakeholder Engagement Plan

Heather Danenhower Nelson, APR, CPRC
Duke Energy Corporate Communications and Community Relations
Crystal River Nuclear Plant

Golden Image Award

Crystal River Nuclear Plant Stakeholder Engagement Plan
Heather Danenhower Nelson, APR, CPRC
Duke Energy Corporate Communications and Community Relations
Crystal River Nuclear Plant

Judges' Award

Crystal River Nuclear Plant Stakeholder Engagement Plan
Heather Danenhower Nelson, APR, CPRC
Duke Energy Corporate Communications and Community Relations
Crystal River Nuclear Plant

Judges' Award

UCF Graduates First Class of Inclusive Education Students
UCF Communications and Marketing

Award of Distinction

UCF Graduates First Class of Inclusive Education Students
UCF Communications and Marketing

Award of Distinction

The School District of Lee County
Back-to-School Safety
Priority Marketing
The School District of Lee County

Public Service

Award of Distinction

Weeki Wachee River Outreach
Frank Gargano
Virginia Singer
Melissa Gulvin

Institutional

Golden Image Award

Rebrand to Martin Aquatic
Martin Aquatic Design & Engineering

Judges' Award

Rebrand to Martin Aquatic
Martin Aquatic Design & Engineering

Judges' Award

9th Annual CAN IT! Campaign
Pushing the Envelope, Inc.

Judges' Award

#FirehouseSubs: Firing Up the Influencer Program
Firehouse Subs
The Zimmerman Agency

Judges' Award

Maura's Voice
Moore
Maura's Voice

Judges' Award

Keeping the King Center Cool Building Renovation Campaign
Autumn Shrum, APR
Debbie Boutin
Katie Koerber

Award of Distinction

9th Annual CAN IT! Campaign
Pushing the Envelope, Inc.

Award of Distinction

#FirehouseSubs: Firing Up the Influencer Program
Firehouse Subs
The Zimmerman Agency

Award of Distinction

Maura's Voice
Moore
Maura's Voice

Award of Distinction

Keeping the King Center Cool Building Renovation Campaign
Autumn Shrum, APR
Debbie Boutin
Katie Koerber

Public Information

Award of Distinction

IAAPA Expo 2019 Media Blitz
Curley & Pynn

Award of Distinction

Florida Department of Agriculture & Consumer Services
Moore
Florida Department of Agriculture & Consumer Services

Crisis Communication

Golden Image Award

Saving the Independence of Two Unique Florida Universities
Sachs Media Group
Florida Polytechnic University
New College of Florida

Judges' Award

Saving the Independence of Two
Unique Florida Universities
Sachs Media Group
Florida Polytechnic University
New College of Florida

Internal

Golden Image Award

ExceptionalLee
Lee Health

Judges' Award

ExceptionalLee
Lee Health

Judges' Award

Selby Gardens Membership Benefit
Restructure Communication
Lynn Hobeck Bates, APR, CPRC

Award of Distinction

Selby Gardens Membership Benefit
Restructure Communication
Lynn Hobeck Bates, APR, CPRC

Promotional/Marketing

Golden Image Award

"Show a PR Colleague Some Love"
Campaign
Florida Public Relations
Education Foundation
Jay Morgan-Schleuning, APR, CPRC
Lindsey Robertson, APR

Judges' Award

"Show a PR Colleague Some Love"
Campaign
Florida Public Relations
Education Foundation
Jay Morgan-Schleuning, APR, CPRC
Lindsey Robertson, APR

Judges' Award

Cypress Pharmacy CBD Campaign
Priority Marketing
Cypress Pharmacy

Judges' Award

Pensacola Habitat for Humanity:
Online Application Campaign
Pensacola Habitat for Humanity

Judges' Award

Rescue Heroes for Our Littlest Heroes
Firehouse Subs
The Zimmerman Agency

Judges' Award

DLF Best Tree Contest
Coral Denton
Donate Life Florida

Award of Distinction

Cypress Pharmacy CBD Campaign
Priority Marketing
Cypress Pharmacy

Award of Distinction

DLF Best Tree Contest
Coral Denton
Donate Life Florida

Public Affairs

Golden Image Award

Spotlight on Limelight District
Kim Livengood, APR, CPRC

Judges' Award

Spotlight on Limelight District
Kim Livengood, APR, CPRC

Judges' Award

Protecting Services for
Florida's Vulnerable Children
Sachs Media Group
Florida Association for Behavior
Analysis

Judges' Award

Firefighter Boots at the Capitol
Heather Mazurkiewicz
Jazlyn Zombo
Florida's Firefighters

Award of Distinction

Protecting Services for
Florida's Vulnerable Children
Sachs Media Group
Florida Association for Behavior
Analysis

Award of Distinction

Division of Cultural Affairs 50th
Anniversary Celebration
Andrea Knies
Jim Shirley

Award of Distinction

The Bay
Anand Pallegar

Award of Distinction

Sun Safe Florida
Moore
Sun Safe Florida

Integrated Marketing

Golden Image

Van Wezel Performing Arts Hall:
Small Town, Big Roar
Van Wezel Performing Arts Hall
Marketing Team

Judges' Award

Van Wezel Performing Arts Hall:
Small Town, Big Roar
Van Wezel Performing Arts Hall
Marketing Team

Judges' Award

Keep Lee Plastic Free
CONRIC PR & Marketing

Judges' Award

Guadalupe Center Integrated
Marketing Campaign
Priority Marketing
Guadalupe Center

Judges' Award

Bushwacker in the Big Apple –
Visit Pensacola Flight Campaign
Visit Pensacola Inc.

Award of Distinction

MY 20/20 EXPERIENCE | Florida
Eye Institute Celebrates the Vero
Beach Centennial
Cindi Green, RN, APR

Award of Distinction

Guadalupe Center Integrated
Marketing Campaign
Priority Marketing
Guadalupe Center

Award of Distinction

Bushwacker in the Big Apple –
Visit Pensacola Flight Campaign
Visit Pensacola Inc.

Award of Distinction

Texas School Safety Grant Campaign
KSC, Inc.
NGS Films and Graphics

Reputation Management

Award of Distinction

Downtown Parking Wasn't Built
In A Day
Caron Sjöberg, APR, CPRC
Freddie Haydn-Slater

Special Events

Golden Image

Crosstown Grand Opening
City of Port St. Lucie Communications
Department

Judges' Award

Crosstown Grand Opening
City of Port St. Lucie Communications
Department

Judges' Award

SOWW Kayak Tour
Michele Sager, APR
Cara Martin, APR
Springs Team

Judges' Award

Operation Gratitude
Central West Coast Chapter
Florida Public Relations Association

Judges' Award

InStride Therapy Black Tie and
Blue Jeans Equestrian Gala
Sheryl Vieira
Kelly Caldwell
Tom Waters

Judges' Award

Selling Subs and Saving Lives in
Quincy, Illinois
Firehouse Subs
The Zimmerman Agency

Judges' Award

St. Helen Catholic School Enrollment
Kick-Off Event
Sandi Harpring
St. Helen Catholic School

Judges' Award

Virtual Grad Party
Courtney Barclay, Ph.D., J.D.
Brianna Moss

Judges Award

2019 National Voter Registration Day
Shane Bias
Leslie Swan

Award of Distinction

Zoomers' Spring Fling 2019
Pushing the Envelope, Inc.
Tiffany Hernandez, Art Director

Award of Distinction

SOWW Kayak Tour
Michele Sager, APR
Cara Martin, APR
Springs Team

Award of Distinction

Operation Gratitude
Central West Coast Chapter
Florida Public Relations Association

Award of Distinction

Priority Marketing and Hope
Healthcare Shine
Priority Marketing
Hope Healthcare

Award of Distinction

InStride Therapy Black Tie and
Blue Jeans Equestrian Gala
Sheryl Vieira
Kelly Caldwell
Tom Waters

Award of Distinction

Universal Orlando's Mardi Gras
Media Preview Event
Brian Bruce
Alex Perna
Nicole Moshe

Award of Distinction

Florida Municipal Solar
Project Groundbreaking
Susan Schumann
Ryan Dumas
Melisa Inanc

Award of Distinction

UCF Downtown Debut
UCF Communications

Award of Distinction

Firehouse Subs Celebrates 25th
Anniversary by Giving Back
Firehouse Subs
The Zimmerman Agency

Award of Distinction

Selling Subs and Saving Lives in
Quincy, Illinois
Firehouse Subs
The Zimmerman Agency

Award of Distinction

St. Helen Catholic School Enrollment
Kick-Off Event
Sandi Harpring
St. Helen Catholic School

Award of Distinction

Virtual Grad Party
Courtney Barclay, Ph.D., J.D.
Brianna Moss

Other

Golden Image Award

Unveiling the Transportation Plan
for Corrine Drive (Phase 3)
Cynthia Lambert, APR
Mary Ann Horne
MetroPlan Orlando

Judges' Award

Unveiling the Transportation Plan
for Corrine Drive (Phase 3)
Cynthia Lambert, APR
Mary Ann Horne
MetroPlan Orlando

Judges' Award

We Stand for the Arts
Andrea Knies
Jim Shirley

Judges' Award

DLF Planting Seeds for Life Campaign
Coral Denton
Donate Life Florida

Award of Distinction
A Life Without Limbs,
From Homeless to Hopeful
Priority Marketing
Dan Creighton

Award of Distinction
We Stand for the Arts
Andrea Knies
Jim Shirley

Award of Distinction
Local Wanderer – Orange County
Library System’s Experiential
Lending Platform
Mike Donohue
Scottie Campbell

Award of Distinction
DLF Planting Seeds for Life Campaign
Coral Denton
Donate Life Florida

Division B
Printed Tools of Public Relations

Brochure

Golden Image Award
Jewish Federation of Greater
Naples Brochure
Priority Marketing
Jewish Foundation of Greater Naples

Award of Distinction
Keeping the King Center Cool
Building Renovation Brochures
Autumn Shrum, APR
Cynthia Salmon-Gatica

News Release

Award of Distinction
District Q&A Series
Robyn Felix
Susanna Martinez Tarokh

Other

Award of Distinction
Guadalupe Center 2019 Holiday Direct
Mail Donation Appeal
Priority Marketing
Guadalupe Center

Division C
Digital Tools of Public Relations

Video: Promotional/Marketing

Grand Golden Image Award
Corrine Drive Recommended
Design Video
Mary Ann Horne
Cynthia Lambert, APR
Metroplan Orlando

Online Audience Engagement

Golden Image Award
Share A Story Sunday
Elise Ramer, APR
Premier Sotheby's International Realty

Judges’ Award
Hearing Hope: Emotional Support Line
Facebook Live
Pinellas County Marketing &
Communications
Pinellas County Human Services
Directions for Living

Judges’ Award
GYAC Virtual Happy ½ Hour
Stephanie Nelson

Award of Distinction
Hearing Hope: Emotional Support Line
Facebook Live
Pinellas County Marketing &
Communications
Pinellas County Human Services
Directions for Living

Award of Distinction
GYAC Virtual Happy ½ Hour
Stephanie Nelson

Award of Distinction
Ask The Bay
Anand Pallegar

Online Promotion

Golden Image Award
ClosetMaid Media Kit
Heather McLain
Marianne Sibille
Brianna Taber

Judges’ Award
ClosetMaid Media Kit
Heather McLain
Marianne Sibille
Brianna Taber

Video: Internal

Award of Distinction
Priority Marketing Newsletter
Priority Marketing

Video: Public Service

Judges’ Award
SalusCare Fund-A-Cause Video
Priority Marketing
SalusCare

Award of Distinction
SalusCare Fund-A-Cause Video
Priority Marketing
SalusCare

Video: Institutional

Award of Distinction
Words from the Waterkeeper
CONRIC PR & Marketing

Award of Distinction
Ding Darling Wildlife Society
Wulfert Bayous Video
Priority Marketing
"Ding" Darling Wildlife Society

Award of Distinction
Keeping the King Center Cool
Institutional Video
Autumn Shrum, APR
John Bober
Julie Howze

Video: Promotional/Marketing

Golden Image Award
Corrine Drive Recommended
Design Video
Mary Ann Horne
Cynthia Lambert, APR
MetroPlan Orlando

Judges’ Award
Faces of Hope Who Give
CONRIC PR & Marketing

Award of Distinction
Faces of Hope Who Give
CONRIC PR & Marketing

Website

Golden Image Award

Website Redesign | Community
Foundation of Sarasota County
Community Foundation of
Sarasota County
Hunter Carpenter
Mischa Kirby, APR

Judges' Award

Website Redesign | Community
Foundation of Sarasota County
Community Foundation of
Sarasota County
Hunter Carpenter
Mischa Kirby, APR

Other

Award of Distinction

MNMW Google Reviews
Markham Norton Mosteller
Wright & Co., P.A.
Jessica Walker, MA, APR, CPRC
Krista Casteel

Division D

Student Projects in Public Relations

Public Relations Campaign

Golden Image Award

No Passport? No Problem. National
French Week at JU
Olivia Dougherty
Andrew Lechwar
Carley Stickney

Judges' Award

No Passport? No Problem. National
French Week at JU
Olivia Dougherty
Andrew Lechwar
Carley Stickney

Judges' Award

Increasing Employer Awareness
Through Featured Internships
Rachel Ilardi
Emily Garcia
2019-2020 Quotes Executive Board

Award of Distinction

Increasing Employer Awareness
Through Featured Internships
Rachel Ilardi
Emily Garcia
2019-2020 Quotes Executive Board

Digital Communication

Golden Image Award

Maintaining Digital Engagement
Through "Intern IRL"
Emily Garcia
Rachel Ilardi
2019-2020 Quotes Executive Board

Judges' Award

Maintaining Digital Engagement
Through "Intern IRL"
Emily Garcia
Rachel Ilardi
2019-2020 Quotes Executive Board