



2024 GOLDEN IMAGE

Award Winners

Presented by the Florida Public Relations Association

Division A

Public Relations Programs

Division A

**Dick Pope All Florida
Golden Image Award**

*Saving Social Media –
Fighting for the First Amendment
in the Digital Era*

Sachs Media

A1 - Community Relations

**Golden Image Award
& Judges' Award for ROI**

*Kids Tag Art: Celebrating Creativity
and Community Impact*
Lee County Tax Collector
Communications Department
Foundation for Lee County Public
Schools

**Award of Distinction,
Judges' Award for ROI
& Judges' Award for Creativity**

*English Learning Pilot Program
Elevates Tourism Workers &
Employers in #1 U.S. Travel
Destination*
Despina McLaughlin, Chris Romero
& Sydney Tran

**Award of Distinction
& Judges' Award for ROI**

*Beacon College Salon Speakers
Series 2023-2024*
Darryl E. Owens
& Mary C. Wymer, APR

Award of Distinction

*Empowering Students to "Get in the
Game" with Electronic Arts*
Curley & Pynn
EA Orlando

A2 - Public Service

Golden Image Award

*Roadmap to Residency: Lee County
Legal Aid Society Helps Youth
Achieve Citizenship*
Priority Marketing

Award of Distinction, Judges' Award for ROI

& Judges' Award for Creativity
*Hundreds of Dogs Find Forever
Homes during Pinellas Shelter
Renovation*
Pinellas County Communications

Award of Distinction & Judges' Award for Creativity

No Kid Hungry Florida Campaign
SalterMitchell PR
No Kid Hungry Florida

Award of Distinction & Judges' Award for Creativity

*FAMU Medical Marijuana Education
and Research Initiative Campaign*
SalterMitchell PR
FAMU Medical Marijuana Education
and Research Initiative

Award of Distinction

*Creative Springs:
"Mind Body Life at Santa Fe College"*
Public Service Campaign
Jen Houser &
the Creative Springs Team

Award of Distinction

*Keeping Florida Golden: Protecting
Florida's Seniors*
Sachs Media

A3 - Institutional

Award of Distinction & Judges' Award for Creativity

*Lady Lake Police Department
Recruitment Campaign*
Elisha Pappacoda

A4 - Public Information

Golden Image Award

Theater in the Garden
Pushing the Envelope

Award of Distinction

*Easy as 1, 2, 3:
Early Learning Coalition's Free
Florida VPK Campaign*
Priority Marketing

A7 - Promotional/ Marketing

Golden Image Award & Judges' Award for ROI

*Liquid Creative: Barrs Plumbing
Marketing Campaign*
Liquid Creative

Award of Distinction

*Visit Pensacola Influencer
Marketing Campaign*
Visit Pensacola

Award of Distinction
I-4 Express Launch Campaign
Global-5

Award of Distinction
Diocese of Palm Beach's
Successful Promotion of
the 2023 DSA Campaign
Jennifer Trefelner, APR, CPRC

A8 - Public Affairs

Dick Pope All Florida Golden Image Award, Golden Image Award, & Judges' Award for Creativity
Saving Social Media – Fighting for the First Amendment in the Digital Era
Sachs Media

A9 - Integrated Marketing

Golden Image Award Judges' Award for ROI & Judges' Award for Creativity
Sunshine 811
Safe Digging Month Campaign
Curley & Pynn
Sunshine 811

Award of Distinction & Judges' Award for ROI
Two Great Stories,
One Extraordinary School:
THE SEASIDE SCHOOL™
2024-2025 Enrollment Campaign
Parker Gene Creative
THE SEASIDE SCHOOL™

Award of Distinction & Judges' Award for ROI
Elementary Magnet Marketing Campaign
Seminole County Public Schools
Office of Communications

Award of Distinction & Judges' Award for ROI
A Pup and People Paw-ty: Boo's Ice House & Dog Bar Launch Campaign
Next-Mark, LLC

Award of Distinction
University of West Florida
100k Alumni
UWF Office of Institutional Communications

Award of Distinction
Mighty Mussels 'Butts in the Seats' Campaign
Priority Marketing

Award of Distinction
Fort Mose Groundbreaking Ceremony Campaign
Sachs Media
Fort Mose Historical Society

A10 - Reputation Management

Golden Image Award
Communicating a Leadership Transition
Sharon Kunkel, APR, CPRC
Wordslinger Marketing & PR

Award of Distinction & Judges' Award for ROI
Critical Response Group Florida Campaign
SalterMitchell PR
Critical Response Group

Award of Distinction
Education Affiliates: Reputation Migration
Sarah Caro, Lesli Franco
& Josie Smith

A11 - Special Event

Golden Image Award & Judges' Award for ROI
2024 Southwest Florida Community Prayer Breakfast
Priority Marketing

Award of Distinction & Judges' Award for Creativity
Not Throwing Away Our Shot: Hamilton + Pickleball
Muffy Lavens, Amy Tuten
Van Wezel Marketing Department

Award of Distinction
The Strategic Launch of Backyard Social
Frantz Marketing Solutions,
Susan Frantz
Wolverine Management

Award of Distinction
Robinson ReCharge Mobility Hub Ribbon-Cutting Event
Orlando Utilities Commission

Award of Distinction
Rhythms of Panama
Leon County Government

Award of Distinction
Paws & Claus: Seminole County Animal Services' Inaugural Holiday Pet Adoption Event
Seminole County Office of Communications

Award of Distinction
Inaugural Florida Man Games Press Campaign
Old City Public Relations

Award of Distinction
Get Ready + Go Further: A Run for Students and Teachers
Sarah Glendening,
Kayla Bailey & Steinur Bell

Award of Distinction
2023 Leon Works Expo
Leon County Government

A13 - Other

Golden Image Award
India Association of Fort Myers - India Fest 2024
Priority Marketing

Award of Distinction & Judges' Award for ROI
Kimberly's Center for Child Protection: Internet Crimes Against Children (ICAC) 33-Hour Fundraising Campaign
Kristina Donohue, APR
Kimberly's Center for Child Protection

Award of Distinction

*Diocese of Palm Beach's Florida
Catholic Media Growth Plan*
Jennifer M. Trefelner APR, CPRC

**Award of Distinction
& Judges' Award for Creativity**

*Three Sisters Springs Project
Media Pitch*
Michele Sager, APR & Casey Cumley

Award of Distinction
*Diocese of Palm Beach's
Successful Facebook Growth
Campaign*
Jennifer M. Trefelner APR, CPRC

Division B

Collateral Tools of Public Relations

Division B

Grand Golden Image Award

Largest Ship to Call JAXPORT

**Jacksonville Port Authority
(JAXPORT)**

Award of Distinction

Muzzle Outreach Program
Muffy Lavens
Satchel's Last Resort

Division C

Digital Tools of Public Relations

Division C

Grand Golden Image Award

*High Conflict Co-Parenting
Webinar Campaign*

TalkingParents

C4 - Video – Internal

Award of Distinction

City of DeLand Orientation Video
Vicki Karr
Chris Graham, MBA, APR

C6 - Video – Public Service

Golden Image Award

**Judges' Award for ROI
& Judges' Award for Creativity**
*A Trusted Voice Demystifies Tampa
Bay's Hurricane Risk*
Pinellas County Communications

B1 - Annual Report

Golden Image Award

*FAMU Medical Marijuana Education
and Research Initiative
Quarterly Report*
SalterMitchell PR
Florida A&M University
Medical Marijuana Education
and Research Initiative

Award of Distinction

*Seminole County
2023 County Manager's Report*
Seminole County Office of
Communications

Award of Distinction

Impact in Action
Boys & Girls Clubs of Sarasota
and DeSoto Counties

Award of Distinction

2023 Leon County Annual Report
Leon County Government

C1 – Online Audience Engagement

**Grand Golden Image Award,
Golden Image Award,
& Judges' Award for ROI**

*High Conflict Co-Parenting
Webinar Campaign*
TalkingParents

Award of Distinction

& Judges' Award for ROI

Cox Engage Launch
Cox Communications
Devon Chestnut, APR, CPRC

C7 - Video - Institutional

Award of Distinction

*20 Years of Exceptional Emergency
Medical Services*
Leon County Government

C8 - Website

Golden Image Award

City of North Port Website Redesign
City of North Port
Communications Division

**Award of Distinction
& Judges' Award for ROI**

*Liquid Creative:
Vacay Home Connect Website*
Liquid Creative

B3 - Magazine

Award of Distinction

Leon County 2023 Summer Courier
Leon County Government

C3 - Social Media

Golden Image Award

& Judges' Award for ROI

*Sophie Goes Viral: How Seminole
County Animal Services Utilized
Social Media to Find Sophie a Home*
Seminole County Office of
Communications

Award of Distinction

VETTY Awards Website

NAVC
KSC Inc.

B5 - News Release or Pitch

**Grand Golden Image Award,
Golden Image Award,
& Judges' Award for ROI**

Largest Ship to Call JAXPORT
Jacksonville Port Authority
(JAXPORT)

Award of Distinction

*Creative Springs:
Marion County Hospital District
Social Media Campaign*
Jen Houser, Christine Coombes
& the Creative Springs Team

Award of Distinction

*Discover Lake County Tourism
Website*

Lake County Board of County
Commissioners
Office of Communications

C9 - Other

Award of Distinction

“Leading the Way”

Leon County History Kiosk

Leon County Government

Division D

Student Projects in Public Relations

D3 – Public Relations Campaign

Golden Image Award

Gator to Gator Coaching Program

Molly Cooper

University of Florida

College of Journalism and

Communications

D6 – Special Event

Golden Image Award

Judges’ Award for ROI

& Judges’ Award for Creativity

Evolving Intern Pursuit

The 2023/2024 Quotes

Executive Board