



2019 Golden Image Award Winners

Presented by the Florida Public Relations Association

Division A

Public Relations Programs

Integrated Marketing

Dick Pope All Florida

Golden Image Award

Rebuild Florida

Sachs Media Group

Rebuild Florida

Community Relations

Golden Image Award

Back the Blue in Kissimmee Campaign

Chris M. Gent, APR, CPRC

Anabella Pujalte

Kissimmee Utility Authority

Judges' Award

Back the Blue in Kissimmee Campaign

Chris M. Gent, APR, CPRC

Anabella Pujalte

Kissimmee Utility Authority

Judges' Award

Giving Back with Business Headshots

Michelle Salzman

Phillip Salzman

Judges' Award

Healthy St. Lucie Coalition

Billion Steps Challenge

Jennifer Harris

Healthy St. Lucie Coalition Members

Award of Distinction

Hometown Heroes Military

Banner Program

Chris Graham

Public Service

Golden Image Award

Healthy Pools

Sachs Media Group

Water Quality & Health Council

Judges' Award

Millennial Votes Matter

Jennifer J. Edwards

Heather Doane, APR

Trish Robertson, APR, CPRC

Judges' Award

Hashtag Southwest Florida

Challenge - #SWFLchallenge

Albert Arguelles

Randy Mitchelson, APR

Award of Distinction

A Life Saved: Kayaker Rescue

Pinellas County Marketing &

Communications

Pinellas County Safety & Emergency

Services

Award of Distinction

Arnold Palmer Hospital Flu Shot

Multimedia Campaign

Orlando Health Media Relations

Award of Distinction

Faces of Hope at Work

CONRIC PR & Marketing

Award of Distinction

Hashtag Southwest Florida

Challenge - #SWFLchallenge

Albert Arguelles

Randy Mitchelson, APR

Award of Distinction

Millennial Votes Matter

Jennifer J. Edwards

Heather Doane, APR

Trish Robertson, APR, CPRC

Award of Distinction

Protect Florida Democracy

Sachs Media Group

Institutional

Golden Image Award

Arts and Cultural Alliance of

Sarasota County Art Battle

Jim Shirley

Andrea Knies

Judges' Award

Eat.Clay.Love.

Spiro & Associates Marketing,

Advertising, Public Relations and

Brand Architecture

Judges' Award

Arts and Cultural Alliance of

Sarasota County Art Battle

Jim Shirley

Andrea Knies

Judges' Award

Pursuing Excellence with

Intern Pursuit

Lindsay Hudock

Alyssa Harrell

Rachel Ilardi

Award of Distinction

Electronic Arts "Get in the Game"

STEAM Program

Curley & Pynn

Award of Distinction

Pursuing Excellence with

Intern Pursuit

Lindsay Hudock

Alyssa Harrell

Rachel Ilardi

Public Information

Golden Image Award

Lee Health Coconut Point Media Tour

Lee Health Strategic Communications

and Public Relations Department

Judges' Award

Lee Health Coconut Point Media Tour
Lee Health Strategic Communications
and Public Relations Department

Award of Distinction

Winnie Palmer Hospital
Fetal Surgery Announcement
Orlando Health Media Relations

Award of Distinction

accesso Leadership Transition
Curley & Pynn

Crisis Communication

Golden Image Award

Duke Energy Florida
Hurricane Michael Response
Duke Energy Communications

Judges' Award

Gulf Power response to
Hurricane Michael
Gulf Power Communications Team

Judges' Award

Turning the Tide: Pinellas'
Red Tide Crisis Response
Pinellas County Marketing &
Communications
Pinellas County Government

Award of Distinction

Gulf Power response to
Hurricane Michael
Gulf Power Communications team

Award of Distinction

Turning the Tide: Pinellas'
Red Tide Crisis Response
Pinellas County Marketing &
Communications
Pinellas County Government

Internal

Judges' Award

Aim: Training to Hit Your Target
Nonprofit Business Council
Community Foundation for
Ocala/Marion County
A & A Campbell Group

Judges' Award

KUA Employee
Blood Drive Campaign
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Annabella Pujalte

Award of Distinction

Aim: Training to Hit Your Target
Nonprofit Business Council
Community Foundation for
Ocala/Marion County
A & A Campbell Group

Award of Distinction

KUA Employee
Blood Drive Campaign
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Annabella Pujalte

Promotional/Marketing

Golden Image Award

Universal Orlando's 2018
Halloween Horror Nights
Alyson Lundell, APR, CPRC
Kristen Clark
Universal Orlando PR Team

Judges' Award

Big Hammock Race Series Season 3
Tina Banner, APR, CPRC
Karen Donnelly

Award of Distinction

Big Hammock Race Series Season 3
Tina Banner, APR, CPRC
Karen Donnelly

Award of Distinction

Finding The Bazaar
Kim Livengood, APR, CPRC

Award of Distinction

LCEC SmartHub
LCEC

Award of Distinction

PR Delivers a White (Sand) Christmas
to Thousands of New
Out-of-Market Visitors
Caron Sjoberg, APR, CPRC
Denise Daughtry
Josh Davidson

Award of Distinction

Southside Farmers Market
City of Tallahassee

Integrated Marketing

Golden Image

Rebuild Florida
Sachs Media Group
Rebuild Florida

Award of Distinction

Collier Votes Local
Jennifer J. Edwards
Trish Robertson, APR, CPRC
Heather Doane, APR

Award of Distinction

FCCI Insurance
Group Website Launch
Melanie Reda, APR
Tess Vaessen
Victoria Sears

Award of Distinction

Veterans Florida increasing job
opportunities between veterans and
Florida-based employers
Tom Derzypolski

Reputation Management

Judges' Award

Goodwill Manasota: A Hand Up
Pays Off
Sharon Kunkel
Wordslinger Marketing & PR

Public Affairs

Golden Image Award

Stop Sea Piracy
Sachs Media Group
Florida Public Advocacy

Award of Distinction

Priority Marketing and The School
District of Lee County Change for
Change Campaign
Priority Marketing
The School District of Lee County

Special Events

Golden Image

Opening of the UCF Life Sciences
Incubator at Lake Nona
Curley & Pynn

Judges' Award

Deputy Chris Smith Memorial
Highway Dedication
LCSO Community Relations

Judges' Award

ESPN's College GameDay Visits UCF
UCF Communications

Judges' Award

Starting Off on the Right Foot
Sneaker Challenge
Southwest Florida Water Management
District Employee Committee

Judges' Award

Tall Ships Pensacola
Visit Pensacola

Judges' Award

Treasure Coast Wine &
Ale Trail Festival
St. Lucie County Tourism &
Communication Offices

Award of Distinction

Boardman, Ohio Firehouse Subs
Grand Opening
Firehouse Subs
The Zimmerman Agency

Award of Distinction

Deputy Chris Smith Memorial
Highway Dedication
LCSO Community Relations

Award of Distinction

ESPN's College GameDay Visits UCF
UCF Communications

Award of Distinction

Passport To The Bazaar
Kim Livengood, APR, CPRC

Award of Distinction

Starting Off on the Right Foot
Sneaker Challenge
Southwest Florida Water Management
District Employee Committee

Award of Distinction

Summit for a Resilient North Florida
Special Event
SalterMitchell PR
FLASH
AC Disaster Consulting

Award of Distinction

Tall Ships Pensacola
Visit Pensacola

Award of Distinction

Treasure Coast Wine &
Ale Trail Festival
St. Lucie County Tourism &
Communication Offices

Other

Golden Image Award

Community Outreach for
Corrine Drive Study – Phase 2
Metroplan Orlando

Judges' Award

Orange County Utilities – Recycling
Quality Improvement Program
Orange County Utilities
Communications

Award of Distinction

Orange County Utilities – Recycling
Quality Improvement Program
Orange County Utilities
Communications

Division B

Printed Tools of Public Relations

Brochure

Grand Golden Image Award

Business Headshots Brochure
Michelle Salzman
Phillip Salzman

Annual Report

Golden Image Award

RESTORED: KUA 2017
Annual Report
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Annabella Pujalte

Judges' Award

A Year in Review
City of Port St. Lucie
Communications Department

Brochure

Golden Image Award

Business Headshots Brochure
Michelle Salzman
Phillip Salzman

Judges' Award

Business Headshots Brochure
Michelle Salzman
Phillip Salzman

Judges' Award

“Choosing the Right Home”
Provider Guide
Agency for Persons with Disabilities

Magazine

Judges' Award

Nonprofit Business Council's
Guide to Charitable Giving
Nonprofit Business Council of the
Community Foundation for
Ocala/Marion County
Ocala Style Magazine
A & A Campbell Group

Award of Distinction

Nonprofit Business Council's
Guide to Charitable Giving
Nonprofit Business Council of the
Community Foundation for
Ocala/Marion County
Ocala Style Magazine
A & A Campbell Group

Poster and Calendar

Golden Image Award

“Rescue Me” Charity Calendar
Elisha Pappacoda
Bryan Baquiran
Magdalena Zapata

News Release

Golden Image Award

Shaquille O'Neal's House
Press Release
Elise Ramer
Premier Sotheby's International Realty

Judges' Award

Lives Transformed: The Campaign for
Hammock Place News Release
Habitat for Humanity Sarasota

Judges' Award

Taylor Haugen Foundation
10th Anniversary
Whitney Lee, Lee IMC

Award of Distinction

Firehouse Subs
Makes Rhode Island Debut
Firehouse Subs
The Zimmerman Agency

Award of Distinction

Lives Transformed: The Campaign for
Hammock Place News Release
Habitat for Humanity Sarasota

Award of Distinction

Taylor Haugen Foundation
10th Anniversary
Whitney Lee, Lee IMC

Specialty Item

Golden Image Award

The Shark Lady Philanthropic
Cocktail | Gecko’s Hospitality Group
Anne Rollings
Mike Ferrara

Judges’ Award

The Shark Lady Philanthropic
Cocktail | Gecko’s Hospitality Group
Anne Rollings
Mike Ferrara

Award of Distinction

Championship Drive: UCF Police Car
Honors Undeclared Football Team
Courtney Gilmartin
Amanda Sellers

Award of Distinction

#FindTheMotherBoxes
Megan Paquin, APR, CPRC
Morgan Shepard
Rob Bloom

Other

Golden Image Award

Guadalupe Center Video Brochure
with Printed Insert
Priority Marketing
Guadalupe Center

Judges’ Award

Guadalupe Center Video Brochure
with Printed Insert
Priority Marketing
Guadalupe Center

Division C

Digital Tools of Public Relations

Online Audience Engagement

Grand Golden Image Award

College of Central Florida
Social Media Platforms
Tina Banner, APR, CPRC
College of Central Florida

Online Audience Engagement

Golden Image Award

College of Central Florida
Social Media Platforms
Tina Banner, APR, CPRC
College of Central Florida

Judges’ Award

CSCSLC - Sounds of the Season
Holiday Concert Online Engagement
Children’s Services Council of
St. Lucie County
Ashley Mock

Award of Distinction

CSCSLC - Sounds of the Season
Holiday Concert Online Engagement
Children’s Services Council of
St. Lucie County
Ashley Mock

Online Promotion

Judges’ Award

United Way’s ReadingPals &
The Amazing Give
Amy Azoulay
Angela Chan

Award of Distinction

United Way’s ReadingPals &
The Amazing Give
Amy Azoulay
Angela Chan

Online Newsletter

Golden Image Award

Dealer E-news
KSC, Inc.
Accent Distributing

Judges’ Award

College of Central Florida’s
Insider Employee E-Newsletter
Tina Banner, APR, CPRC
College of Central Florida

Judges’ Award

Dealer E-News
KSC, Inc.
Accent Distributing

Award of Distinction

College of Central Florida’s
Insider Employee E-Newsletter
Tina Banner, APR, CPRC
College of Central Florida

Video: Internal

Judges’ Award

Tyndall Forward Together Video
Sachs Media Group
Tyndall Federal Credit Union

Video: Public Service

Award of Distinction

I-75 / SR 56 Diverging Diamond
Interchange Video
Florida Department of Transportation,
District Seven
AECOM
John McShaffrey, APR

Award of Distinction

City Rewind
City of Tallahassee

Video: Institutional

Judges’ Award

Conservancy of Southwest Florida’s
Magic Under the Mangroves
2018 Fund-A-Need Video
Priority Marketing
Conservancy of Southwest Florida

Judges’ Award

KUA 2018 Day of Giving Video
Kissimmee Utility Authority
Chris M. Gent, APR, CPRC
Annabella Pujalte

Judges’ Award

Leon County EMS Lip Sync
Challenge Video
Leon County Government

Judges’ Award

SJRWMD Blue Schools Grant Video
Tiffany Cowie, APR, CPRC
Jennifer Mitchell

Judges’ Award

SLSO Join Our Team Video
Bryan Beaty – St. Lucie
Sheriff’s Office
Bryan Smith – 8th Avenue Studios

Award of Distinction

Leon County EMS Lip Sync
Challenge Video
Leon County Government

Award of Distinction

SLSO Join Our Team Video
Bryan Beaty – St. Lucie
Sheriff’s Office
Bryan Smith – 8th Avenue Studios

Video: Promotional/Marketing

Award of Distinction

Priority Marketing: FAQ Fridays
Priority Marketing

Video News Release

Golden Image Award

Arnold Palmer Hospital
Flu Shot Video News Release
Orlando Health Media Relations

Website

Golden Image Award

Choose Tallahassee Website
Molly Collins
Elle Tedder

Judges’ Award

LCEC Website
LCEC Public Relations
Spiro & Associates

Award of Distinction

Community Reads!
Superintendent Dr. Heidi Maier
Kevin Christian, APR, CPRC
Jenna Dawson

Award of Distinction

FCCI Insurance Group Website
Melanie Reda, APR
Tess Vaessen
Victoria Sears

Award of Distinction

LCEC Website
LCEC Public Relations
Spiro & Associates

Other

Golden Image Award

RTI Surgical Remote
Inventory Access Tool
Matt Green
Amelia Bell, APR, CPRC

Judges’ Award

Get the Coast’s “Everything” Show
Whitney Lee
Jared Williams

Judges’ Award

Santa Rosa County District
One Video Series
Sarah Whitfield

Award of Distinction

First Watch Blog
First Watch Restaurants

Award of Distinction

Get the Coast’s “Everything” Show
Whitney Lee
Jared Williams

Award of Distinction

Making the Case for My Easy Gov
Carin Campbell Smith

Award of Distinction

VSC Savor Sarasota Restaurant Week
Enriqueta Balandra

Division D

Student Projects in Public Relations

Public Relations Campaign

Golden Image Award

"The POP You Need"
Katherine Way Collections
Janna Gaskins
Shea Morgan
Christina Sumpter

Judges’ Award

FGCU PAGES Entry
Fabiana Solano

Judges’ Award

Increasing Group Exercise
Classes Participation
Julia Amorim

Judges’ Award

Inspiring Engagement Through
#ThanksQuotes Campaign
Randi Rioux
Albert Aronov
Rachel Iardi

Judges’ Award

"The POP You Need"
Katherine Way Collections
Janna Gaskins
Shea Morgan
Christina Sumpter

Award of Distinction

FGCU PAGES Entry
Fabiana Solano

Award of Distinction

Inspiring Engagement Through
#ThanksQuotes Campaign
Randi Rioux
Albert Aronov
Rachel Iardi

Award of Distinction

Think TLH Podcast
Alison Leavitt

Digital Communication

Judges’ Award

True Engelmeier Roofing: Building
Community with #850Heroes
Rachel Iardi