



# 2023 GOLDEN IMAGE

# Award Winners

Presented by the Florida Public Relations Association

## Division A

Public Relations Programs

### Division A

*Crisis Communication*

#### Dick Pope All Florida Golden Image Award

Positive Solid Waste Change for Port St. Lucie

City of Port St. Lucie

## Community Relations

### Award of Distinction

The Healing Power of Music  
Van Wezel Performing Arts Hall  
Marketing Department

### Award of Distinction

Comerica Bank's 'gomerica  
Gratitude'  
Priority Marketing

### Award of Distinction

Farah & Farah Vote Boldly Campaign  
Kayla Poe; Lanette Hart, APR, CPRC  
& Natalie Harnesman

## Public Service

### Golden Image Award

#### & Judges' Award

Battle of the Belts  
FDOT District Two

### Award of Distinction

#### & Judge's Award

Two Unusual Late Fall Storms Wreak  
Havoc on Orange County, FL and  
Threaten Annual Mayor's Toy Drive  
Despina McLaughlin, APR;  
Chris Romero & Sydney Tran

### Award of Distinction

Liquid Creative + City of Newberry  
AMI Meter Rollout Campaign  
Jen Houser,  
Scott Schroeder, APR, CPRC;  
& William Duxbury

### Award of Distinction

Kickstart Success:  
Supporting Childhood Education  
in Northwest Florida  
Sachs Media & Early Learning  
Coalition of Northwest Florida

### Award of Distinction

Preserve Our Paradise  
Evelyn Longa, MS, APR, CPRC

## Institutional

### Golden Image Award

Family Initiative  
Autism Acceptance Campaign  
Priority Marketing

## Public Information

### Award of Distinction

Mighty Mussels  
"Butts in the Seats" Campaign  
Priority Marketing

### Award of Distinction

Florida TaxWatch's 2022 Budget  
Turkey Watch Report  
On 3 Public Relations  
& Florida Taxwatch

### Award of Distinction

No Kid Hungry Florida Campaign  
SalterMitchell PR  
& No Kid Hungry Florida

## Crisis Communication

### Golden Image Award

#### & Judges' Award

Positive Solid Waste Change for  
Port St. Lucie  
City of Port St. Lucie

### Award of Distinction

LCEC Response to  
Hurricane Ian Relief  
LCEC Public Relations Team

## Internal

### Award of Distinction

CPAmerica, Inc.'s Learning Management System (LMS) Launch  
Amy Azoulay, APR

### Award of Distinction

LCEC Intranet Redesign  
LCEC Public Relations Team

## Promotional/Marketing

### Golden Image Award & Judges' Award

Liquid Creative  
Strategic Marketing Partner Campaign  
Jen Houser,  
Scott Schroeder, APR, CPRC  
& Matias Raby

### Award of Distinction & Judges' Award

Beacon College's TV Season Premiere of WUCF – TV  
Curley & Pynn and Beacon College

### Award of Distinction & Judges' Award

America's First Settlement Trail  
Visit Pensacola, Inc.

### Award of Distinction & Judges' Award

Diocese of Palm Beach's Successful Promotion of the 2022 DSA Campaign  
Jennifer M. Trefelner, APR, CPRC

## Public Affairs

### Golden Image Award & Judges' Award

Hometown Hero Housing Program  
Sachs Media and Florida Realtors

### Award of Distinction & Judges' Award

Hendry County School District  
Half-Cent Surtax  
Referendum Campaign  
Pushing the Envelope, Inc.,  
Tiffany Hernandez, Senior Graphic Designer

## Integrated Marketing

### Golden Image Award & Judges' Award

First Watch: Sip, Sip, Hooray  
Phade Straw Campaign  
Hunter Carpenter

### Award of Distinction & Judges' Award

Fort Myers Brewing Co.  
10<sup>th</sup> Anniversary Campaign  
Priority Marketing

### Award of Distinction & Judges' Award

University of West Florida  
2022 Day of Giving  
UWF Office Institutional Communications

### Award of Distinction

NAMI of Sarasota and Manatee Counties' 2022 Giving Challenge  
NAMI of Sarasota and Manatee Counties & KSC Inc.

## Reputation Management

### Award of Distinction & Judges' Award

Launch Credit Union Review Strategy  
Carlee Mixon

### Award of Distinction

Focus on Excellence: St Lucie Eye Shines with 5-Star Reviews and Patient Satisfaction  
Cindi Green, RN, APR

## Special Event

### Golden Image Award & Judges' Award

Lockheed Martin Launches Inaugural Space Impact Week  
Nina Salvaggio Wagner, APR  
Carlee Craddock & Rachel Leasure

### Award of Distinction & Judges' Award

Jacksonville Harbor Deepening Event at JAXPORT  
Jacksonville Port Authority

### Award of Distinction & Judges' Award

Junior Achievement of Southwest Florida Hall of Fame  
Pushing the Envelope, Inc.,  
Tiffany Hernandez, Senior Graphic Designer & Rogers Media Group

### Award of Distinction & Judges' Award

Celebrity Martini Glass Auction  
Finale Salute Appreciation Dinner  
Priority Marketing

## Virtual Special Events

### Golden Image Award & Award of Distinction

Ride Like MADD Florida  
Claudia Machado, Rachel Stephens & Kristen Allen

## Other

### Golden Image Award

Being Premier at Abbey Road Studios  
Premier Sotheby's International Realty & PHMG

### Award of Distinction

Florida KidCare: Back-to-School Countdown  
Sachs Media & Florida Healthy Kids Corporation

### **Award of Distinction**

Water Woman Makes Waves in  
Treasure Coast Classrooms  
Jenny Tomes, APR

## **Division B**

### **Collateral Tools of Public Relations**

#### **Division B** *Other*

#### **Grand Golden Image Award**

Orlando Senior Health Network  
Continuing Care at Home Collateral  
Priority Marketing

### **Annual Report**

#### **Golden Image Award & Judges' Award**

CDC of Tampa 2021 Annual Report  
Bridgette Blake, Ernest Coney  
& Tiffany Clark

#### **Award of Distinction**

FAMU Medical Marijuana Education  
& Research Initiative  
Quarterly Report  
SalterMitchell PR & FAMU MMERI

#### **Award of Distinction**

SCTPO 2022 Annual Report  
Abby Hemenway, APR &  
Space Coast Transportation  
Planning Organization

#### **Award of Distinction**

Notes on the Future: MetroPlan  
Orlando's 2022 Annual Report  
Cynthia Lambert, APR; Mary Ann  
Horne & Leilani Vaiagoa

### **Brochure**

#### **Award of Distinction**

Tackling Poverty and Inequities in  
32304 Neighborhoods and Beyond  
Leon County Government

### **News Release or Pitch**

#### **Golden Image Award**

Conservancy of Southwest Florida  
Python Research Pitch  
Priority Marketing

#### **Award of Distinction**

Carrie Pittman Meek Street Renaming  
City of Tallahassee

### **Other**

#### **Golden Image Award & Judges' Award**

Orlando Senior Health Network  
Continuing Care at Home Collateral  
Priority Marketing

#### **Award of Distinction**

Survive & Thrive Advocacy Center  
Youth & Caregivers Toolkit  
SalterMitchell PR & STAC

## **Division C**

### **Digital Tools of Public Relations**

#### **Division C**

*Video – Public Service*

#### **Grand Golden Image Award**

4 P's of Cold Weather Safety  
City of Tallahassee

### **Digital Promotion**

#### **Award of Distinction & Judges' Award**

FSPA's Hurricane Ian  
Relief Fund Campaign  
Florida Swimming Pool Association

#### **Award of Distinction**

RS&H Countdown to Launch  
Artemis 1 Campaign  
Madelene Skinner, Infrastructure  
Communications, Infrastructure  
Graphics & Communications Strategy

### **Social Media**

#### **Golden Image Award & Judges' Award**

Diocese of Palm Beach's Successful  
Facebook Growth Challenge  
Jennifer M. Trefelner, APR, CPRC

#### **Award of Distinction & Judges' Award**

Orange County Hurricane Ian  
Response: Public Service Through  
Social Media  
Marc Espeso & Chris Romero

#### **Award of Distinction**

Social Media Job Recruitment  
Michele Sager, APR &  
Allen Yarbrough

### **Video – Public Service**

#### **Golden Image Award & Judges' Award**

4 P's of Cold Weather Safety  
City of Tallahassee

### **Video - Institutional**

#### **Award of Distinction**

Leon County Government 2022  
Annual Report Video  
Leon County Government

### **Website**

#### **Award of Distinction & Judges' Award**

Putting Customers First – Lee County  
Tax Collector Website Redesign  
The Lee County Tax Collector  
Communications Team and The Lee  
County Tax Collector Performance  
& Innovation Team

# Division D

Student Projects in Public Relations

## Social Media

### **Golden Image & Judges' Award**

Chappie James Museum Social Media  
Engagement Campaign  
Summer 2022 Social Media for  
Ad & PR Course  
Department of Communication  
University of West Florida

### **Award of Distinction & Judges' Award**

Reviving Local History  
Summer 2022 Social Media for  
Ad & PR Course  
Department of Communication  
University of West Florida

### **Award of Distinction & Judges' Award**

People of Happiness Mental Health  
Awareness Month  
Isabella Riquezes

### **Judges' Award**

Building a Better Reel:  
Increasing Engagement Through  
Data-Driven Content  
Angelina Rahaman and  
the 2022/2023 Quotes  
Executive Board