



# 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

## **Division B**

Collateral Tools of Public Relations

### **Division B**

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

*Largest Ship to Call JAXPORT*

**Jacksonville Port Authority  
(JAXPORT)**

### **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

### **B3 - Magazine**

#### **Award of Distinction**

*Leon County 2023 Summer Courier*  
Leon County Government

### **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 & Judges' Award for Creativity**

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

#### **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**

### **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

### **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**

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

### **Award of Distinction**

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

### **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

### **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

#### **Award of Distinction**

*VETTY Awards Website*  
NAVC  
KSC Inc.

#### **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